



Closer Than You Think

The Pioneering Relationship between PSMA Australia Ltd. and EuroGeographics

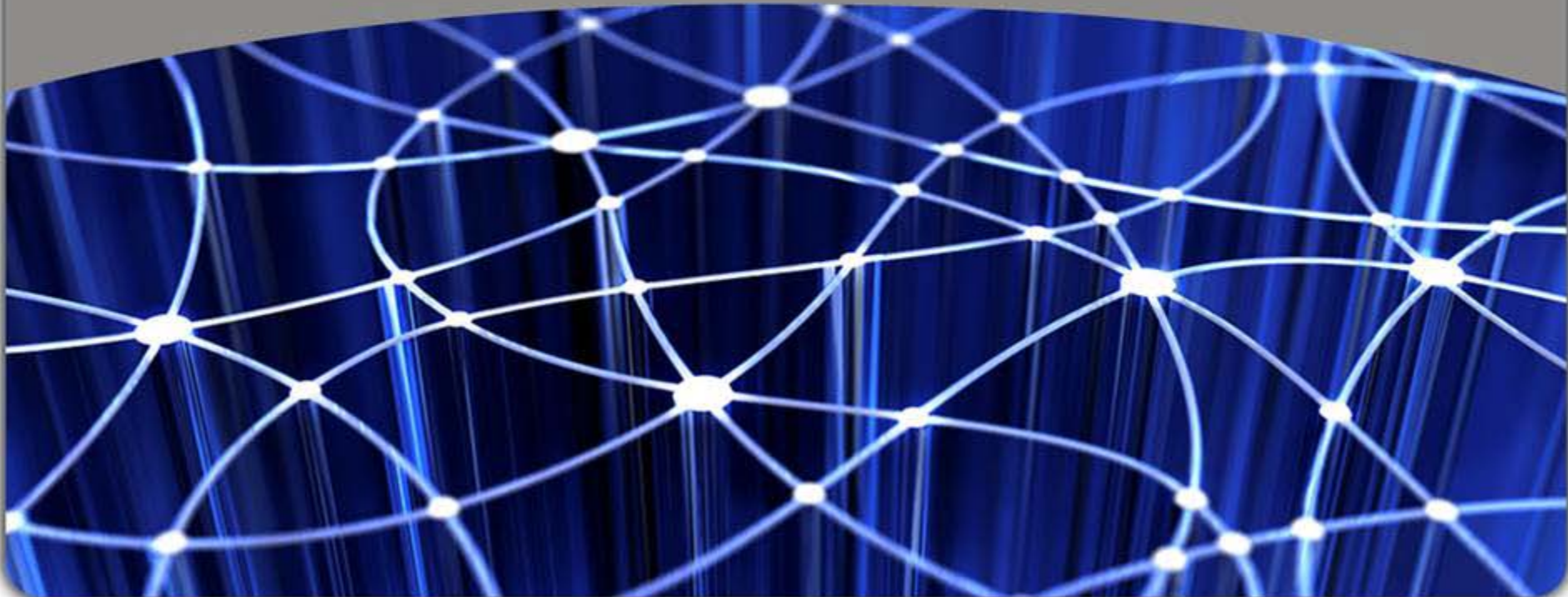
Dan PAULL, Chief Executive Officer, PSMA Australia Limited

Dave LOVELL Executive Director, EuroGeographics

Sallie WHITE, Business Manager, EuroGeographics



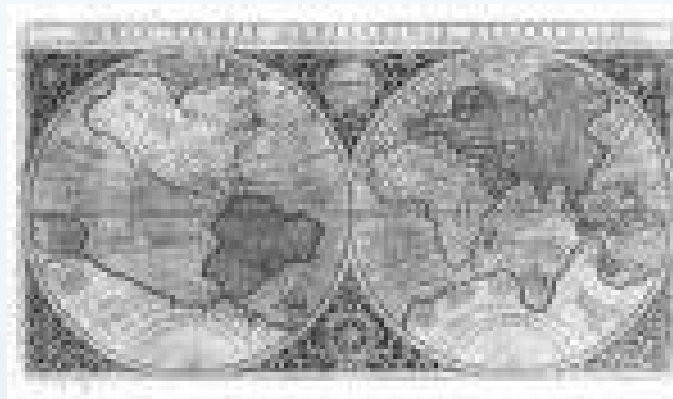
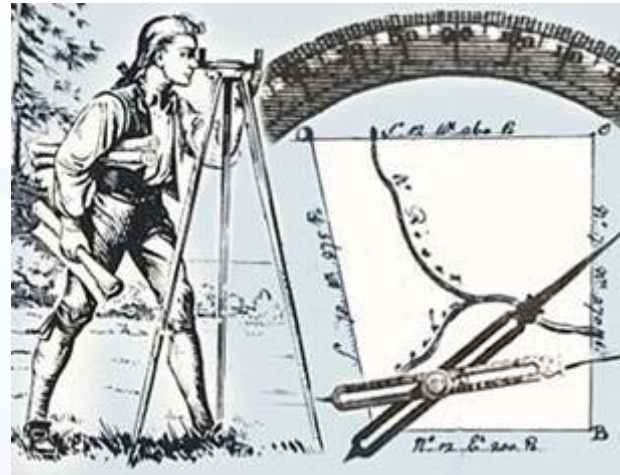
eurogeographics



The Houtman Brothers



A revolution in mapping



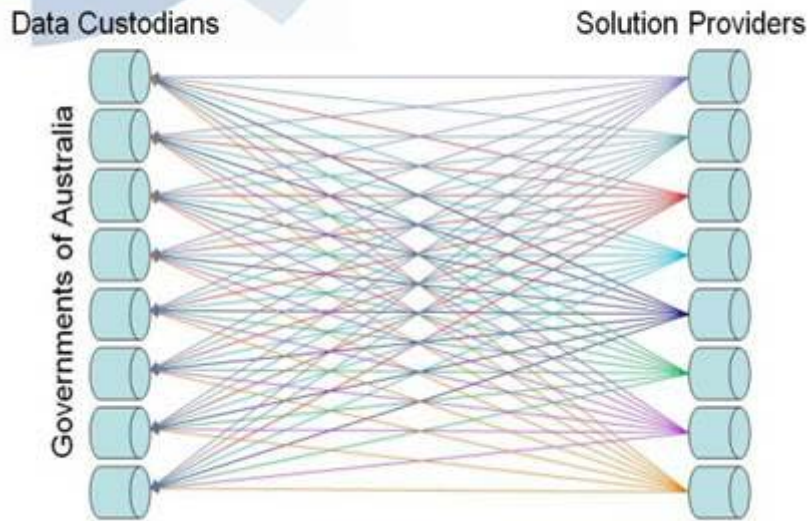
Building continental bridges



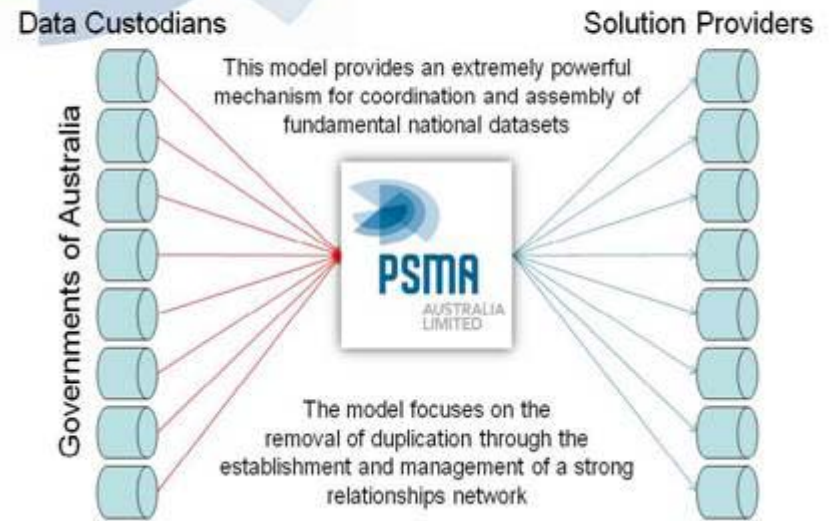
In simplicity there is strength



How PSMA Australia Adds Value



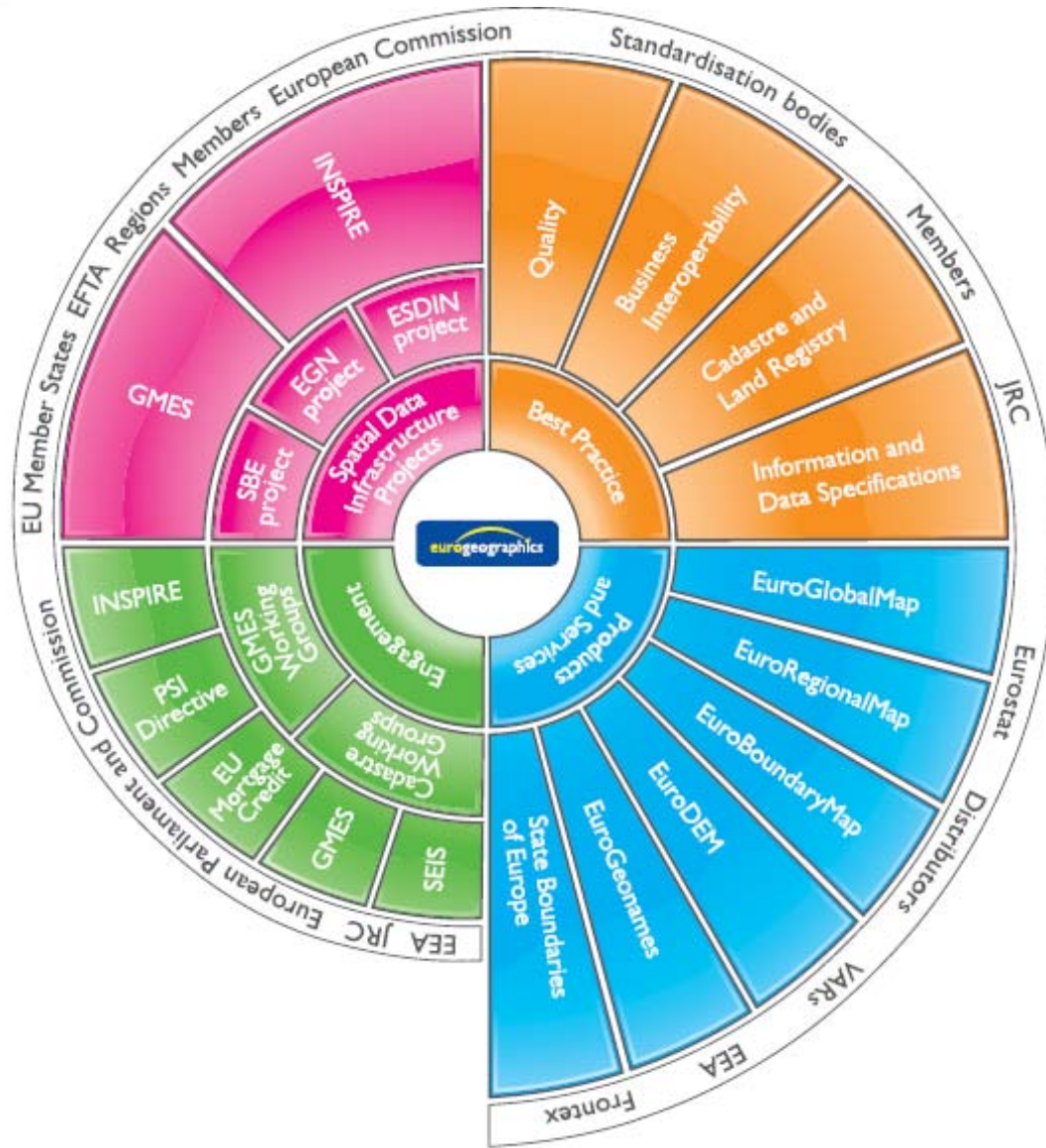
How PSMA Australia Adds Value



From complexity

to clarity

In coordination there is harmony



The ties that bind



PSMA and EuroGeographics

- Creation of Continental datasets
- Delivery of reference data
- Supporting global initiatives
- International collaboration
- Standardisation and interoperability
- Spatially enabling society



PSMA and EuroGeographics

- Agreements
- Data production
- Pricing and licensing
- Standards
- Engagement



ESDIN & LYNX



Strategic Relationships



The Future of the relationship

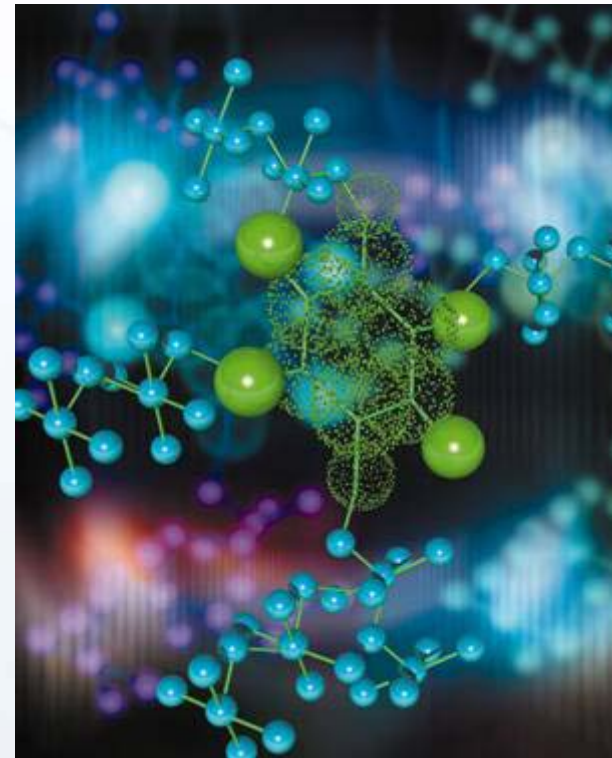


Conclusions

- Demand for high quality spatial information is growing
- Satisfying this demand in a timely, cost effective and sustainable manner has never been more challenging
- Spatial information has a major contribution to make in overcoming the many challenges faced by today's society.
- by working together we can go further and faster in satisfying the need at a continental level than either can by working apart.
- The future of society, and therefore spatial information, is in less competition and more collaboration, in less conflict and more cooperation.
- Whilst PSMA Australia and EuroGeographics may each be on opposite sides of the globe they are closer together than you might think!

PSMA and EuroGeographics – The Future

- Reducing duplication of effort
- Combining resources
- Cost savings
- Sharing knowledge
- Joint investment
- Integrated Approach
- Collective influence
- Working together



PSMA Australia and EuroGeographics Because Together We are Stronger!



Thank you!