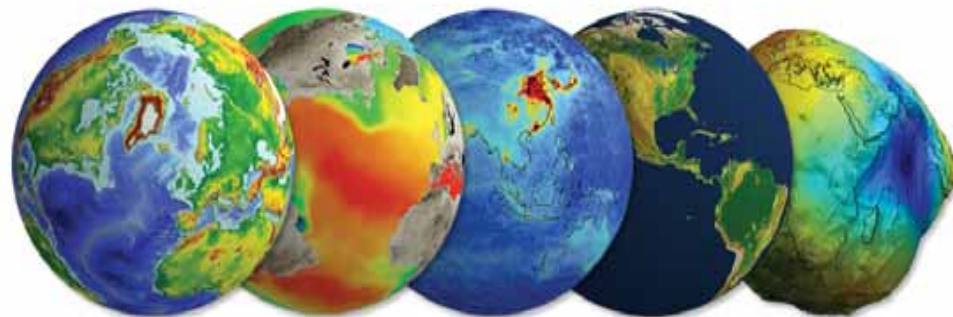


Discussion items

Setting the scene

08 September 2011



- Innovation is not just R&D
- Example sources of innovation:
 - Novell application of existing technology
 - New development to replace existing working practices – response to a problem
 - New development enables extension to what we do (mass market, government, industry, geographic application etc)
 - Simplify a complex activity
- Network effects and externalities
- Can we realise the benefits of an innovation?



“Can you hang on a sec? I think I just took another picture of my ear.”

Growth Markets?

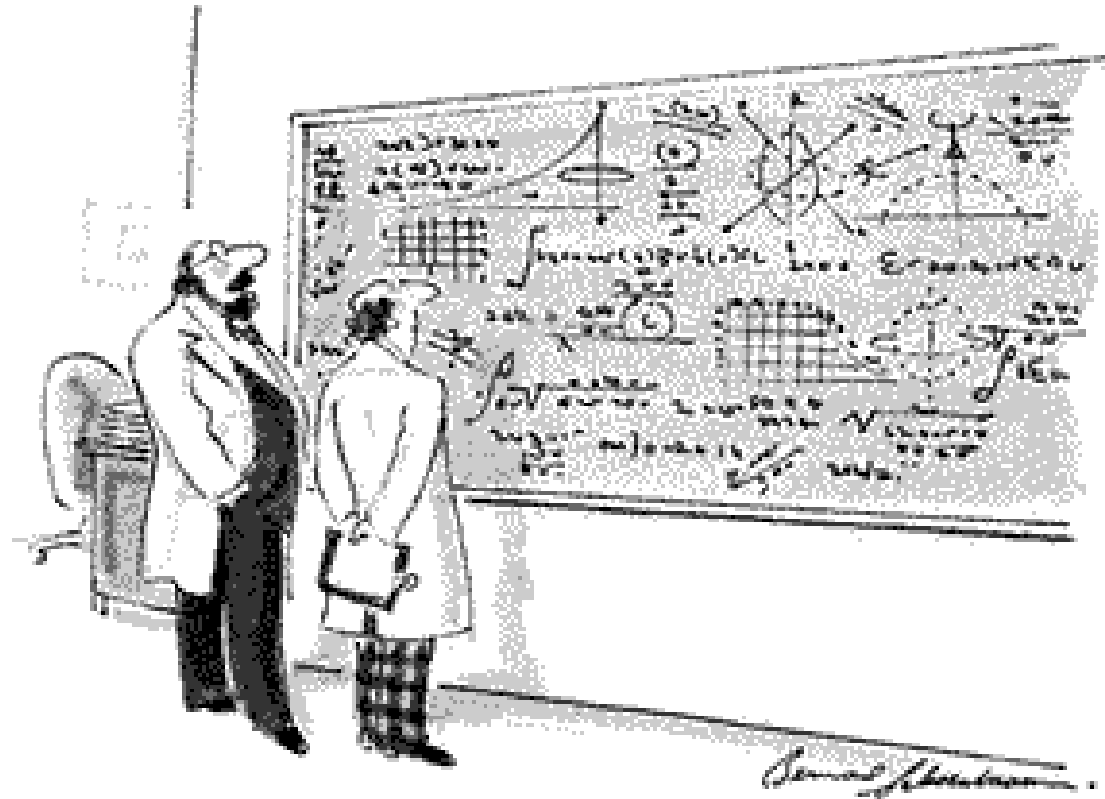
- Sectoral (eg alternative energy, waste management, tourism, law enforcement, ...)
- Capabilities (current products, customised products, more sophisticated/complex products)
- Geographic?
- Customer type (mass market, government, industrial)



"You can't just punch in 'let there be light' without writing the code underlying the user interface functions."

What should the UK be doing?

- What else can be done with current or planned assets?
- Are there new assets that could make a difference and foster growth?
- How can innovation, new ways of looking at things be supported?
- What are the comparative advantages of the UK capabilities to be further developed
- What and where are the priority unmet needs for geoinformation



"Oh, if only it were so simple."