

## EXECUTIVE DIRECTOR REPORT

by Michael Hauck



This is my first Executive Director's Report. For those of you who did not hear it at the annual meeting in Louisville, you missed lots of laughs. It was not a traditional report. It was, rather, an introduction and a pep talk.

Unfortunately, the laughs were visual; you had to have been there. On the other hand, the pep talk translates. It is a pretty simple idea, really.

Every now and then, the way we humans view our world changes. When Galileo pointed a telescope at the Moon he "mapped" it. His detailed drawings implied a lunar geography, which changed the way humans reference our own world. Similarly, when humans visited space and looked back at the Earth, the way we view our world changed once again.

**So I got on the internet to do some research...**

**How DOES one spell:**

- X Photo Grammar Tree
- X Fotogrammartree
- X Photogramartry
- X Photogrametry
- ✓ Photogrammetry

**And what the blazes is it?**

There is another change happening right now. That change is the internet revolution, with a trajectory that is still in its early stages. Nobody knows where it is heading. What we do know is that in the early 1990's only universities, government, and a few businesses used the internet, and it was for simple things like sending email and transferring data files. There was very little visual content, no e-commerce at all, and no advertising. That brief period can be called "Internet 1.0". In less than a decade, the internet exploded into "Internet 2.0" – rich and colorful browser experiences, social media, spam, online interactive maps, pushed ads based on behavior tracking, viruses and denial of service attacks, video sharing, and even "TV" on the internet. So what is next? "Internet 3.0", of course!

"Internet 3.0" is characterized by billions, if not trillions, of interconnected devices. Investors call it the "Internet of Things". It is an exciting notion for me, and it should be for most ASPRS members, too. Here is why. Most of those interconnected devices will have sensors, and they will exist in geographic locations all over the planet. Many of them will have sensors that can image, and even the ones without imaging sensors will have sensors that will provide geospatially-referenced information. Essentially, the Internet of Things is the internet of billions of interconnected remote sensors in geospace. ASPRS is the Imaging and Geospatial Information Society, so we ought to be pretty happy about the emergence of the Internet of Things. It gives us lots to do.

As members of the Imaging and Geospatial Information Society – ASPRS, how do we respond to this changing world? First, we must recognize it. Second, we must embrace it. Third, we must tame it for the betterment of the human race, consistent with our charter which was written some 80 years ago, and which almost certainly did not contemplate the emergence of the interconnected world of remote sensors in geospace.

Galileo changed the way humans viewed our world, and he was, arguably, the world's first photogrammetrist.\* The world changed again when humans looked back at the Earth from space, and ASPRS members were at the center of that revolution in human identity. Today, the internet is changing the way humans view our world, one again. As argued above, this technological revolution is squarely in our swim lane, so the Imaging and Geospatial Information Society – ASPRS – has a bright future, once again at the forefront of the human experience and imagination.

\*N.B. Galileo, of course, did not have a camera, other than the human hand as connected to the eye. But he drew detailed images with great meticulousness, and made measurements thereupon. There is at least an argument to be made.

**Our future is bright.**

**Each thing will:**

- Exist in geospace
- Have sensors
- Many image

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