STANFORD'S 2014 PNT CHALLENGES AND OPPORTUNITIES SYMPOSIUM

YC Chao, Telenav
A journey of navigation and maps
TELENAV’S MISSION

MAKE PEOPLE’L LIVES

LESS STRESSFUL, MORE PRODUCTIVE, AND MORE FUN, WHEN THEY’RE ON THE GO
significant investment in Cloud Navi for over 15 years
Ford navigation
IMPROVE UX IN CONNECTED NAV

SAN FRANCISCO INTERNATIONAL...  
12:16 PM  20 mi  25 min

0.7 mi
Middlefield Rd

Asian Box
855 El Camino Real, Palo Alto, CA
(328) 1.0 mi

Drive  4 min

Call (650) 391-9305
Route Options

Olive Garden Italian Restaurant
Old Navy
Old Pro
Telenav Cross Business

- **Mobile**: Insights from millions. Platform to try new ideas
- **Ad’s**: business model to grow & user experience insights
- **Global data platform**
WHAT MAP OFFERS
NEW LIVING MAP – OPEN SOURCE MAP
OPEN STREET MAP

Community-based map making
OpenStreeMap – Palo Alto
OpenStreetMap – Pyongyang, North Korea
OPEN STREET MAP+

OSM Map

1.6+ Million Editors

Sensor fusion + Big Data

Community

Automated

OSM = Wikipedia of maps
GENERATING DATA

+ minute-by-minute Incremental data updates
THANK YOU

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