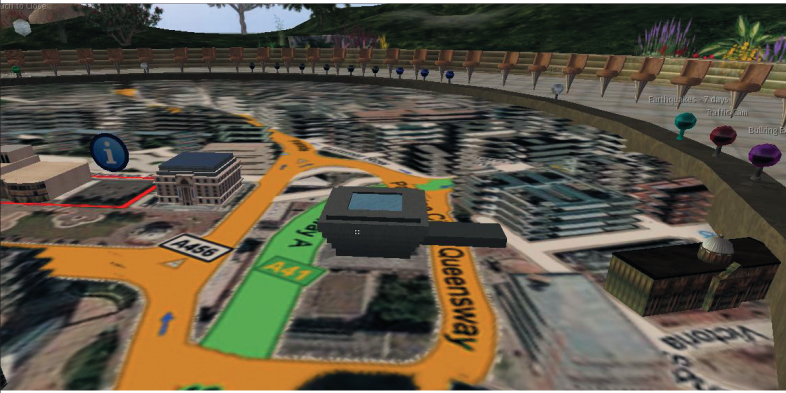


# VISUALISATION & INTEGRATION



## Getting Inside the Data

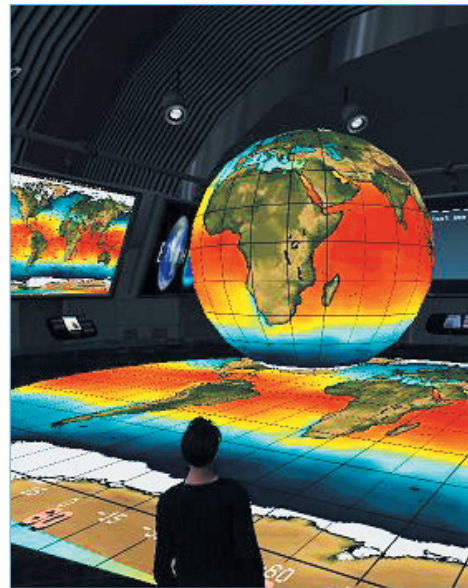
Whilst we have been able to view data in 3D on a computer-screen for many years, there is something qualitatively different about viewing data in a virtual world:

- Your viewpoint becomes that of your avatar, so you can walk “through” the data and see it from inside
- You can quickly pick up 3D trends and outliers
- You can “plot” data in conventional 2D or 3D charts, show it as a simulation, or display it in a completely abstract or original manner (such as our Twitter Fountain)
- You can share the visualisation instantly with colleagues across the office, or across the globe
- You can even hold meetings “in” the data

## Datascape

Datascape is our integrated visualisation hub and virtual war-room. Within one space it brings together over a dozen visualisation methods from Google Maps™ to 3D plotting, from RSS feeds and Twitter to CCTV. It allows you to create a secure and/or shared environment in which to view and analyse data across and between organisations. Birmingham City Council have used our technology

to create b-scape, a virtual briefing hub for the city using Google Maps, 3D city models, 360 degree panoramic photos, RSS data feeds and urban webcams.



## Importing Data

Daden have unparalleled expertise in linking the real/web world and virtual spaces. If you can get data onto the web, then we can bring it into a virtual world and display it in the most appropriate way. Whether the data is on an RSS or Twitter feed, is in a database accessible only by a web service, or stored as KML, RDF or XML data for mapping and Web 2.0 applications - we have the tools to handle it.

## Real-Time Data

Visualisations need not be confined to historic data series. We can also

bring real-time data into the world for visualisation, with update frequencies from sub-second to hours or days. Information sources can include real world sensors (such as the radar at LAX) and networks, GPS, MIDI, and emerging technologies such as RFID.

## Mapping

Virtual worlds are ideally suited to displaying and sharing geographic data. Maps and models can be created at any scale, and geocoded data brought in and plotted in 2 or 3 dimensions. In the virtual world we can create virtual map-tables which let you aggregate data and zoom in to 1m resolution photography in a deeply immersive and collaborative environment.

Daden have a long history of creating geo-data mash-ups. We were the first company in the world to plot RSS data on Google Earth. We were the first company to bring Google Earth data and Google Maps and Open Streetmap mapping into Second Life®.

## Moving Forward

If you would like a demo of Datascape, or think that we might be able to help you visualise your data in new ways, or integrate your real-world systems with virtual worlds then please give us a call.