ArcGIS Online
Content & Sharing

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Session Agenda

• **ArcGIS Online Content**
  – Overview of Online Content
  – Demo of Online Content

• **ArcGIS Online Sharing**
  – Online Sharing Overview
  – Demo of Online Sharing
ArcGIS Online Content Types

• Maps & Layers
  – Basemaps & Overlay Layers
  – Powered by ArcGIS Server
    • Use with JavaScript, Flex, Silverlight, REST

• Tools & Tasks
  – Online Tools Built into ArcGIS Software
  – Tasks for Building Custom Applications
    • Use with JavaScript, Flex, Silverlight, REST, SOAP
Map Content Summary

- **Imagery**
  - World Imagery
  - Bing Maps Imagery

- **Streets**
  - World Street Map
  - Bing Maps Roads

- **Topographic**
  - World Topographic Map
  - USA Topographic Maps

- **Thematic**
  - Demographic Maps
  - Scientific Maps
World Imagery

- **Worldwide Imagery at 15m Resolution**
- **USA Imagery Mosaic of 1m or Better Imagery**
  - USDA NAIP, USGS DOQQ & Cities, U.S. States & Counties
  - New Commercial, Sub-meter Imagery for U.S. Metro Areas!
- **International Areas at 1m or Better Imagery**
  - GeoEye IKONOS Imagery for Major Metro Areas
  - New High-Res Imagery for Great Britain & other Countries
World Street Map

- World Street Map down to ~1:150k Scale
  - Highway and Major Roads for City Level Mapping
- Detailed Street Map to ~1:10k in Selected Areas
  - North America, Europe, and other Regions
- ESRI Map Template Now Available to Author Your Map
  - Update to map template to be provided later this year.
World Topographic Map

- New Topographic Base Map Now Available
  - Compiled to Uniform Cartography from Best Available Sources
  - Collaborative effort with our User Community to add detail/coverage
    - Being built by ESRI and ArcGIS Users for ArcGIS Users
  - ESRI Map Template Now Available to Author Your Map
Thematic Maps

• USA Demographic Maps
  – Collection of Maps based on Current Year Data
  – Maps for 20 Essential Variables

<table>
<thead>
<tr>
<th>Population</th>
<th>People</th>
<th>Economics</th>
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<tbody>
<tr>
<td>Population Density</td>
<td>Median Age</td>
<td>Household Income</td>
</tr>
<tr>
<td>Daytime Population</td>
<td>Diversity</td>
<td>Home Value</td>
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<td>1990-2000 Change</td>
<td>Household Size</td>
<td>Unemployment</td>
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<td>2000-2009 Change</td>
<td>Social Vulnerability</td>
<td>Labor Force Participation</td>
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<td>2009-2014 Change</td>
<td>Tapestry</td>
<td>Retail Spending</td>
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  – Includes Over 200 other Variables to Query & Report

• Sciences Maps
  – Geology, Soils, Protected Areas, Ecoregions, Habitat Loss
Demo of New Online Maps

Street Map

Imagery Map

Topo Map

Thematic Maps
Online GIS Tools & Tasks

- Place Finder
  - World Gazetteer
    - Based on GeoNames

- Address Finders
  - North America
  - Europe

- Route Finders
  - North America
  - Europe

Use with ArcGIS Desktop & Explorer or Web Mapping APIs & Web ADFs
ArcGIS Online Sharing

Publish and Share Maps and Apps Online
ArcGIS Online Sharing

• Convenient way for ArcGIS users to easily store maps, data, and tools using ArcGIS Online as central repository

• Stored items can be for personal use, shared with private groups, or shared with everyone

• New feature of ArcGIS
  – ArcGIS Desktop 9.3.1, improving with 10
  – ArcGIS Explorer 900, improving with 1200

• Provides access to both ESRI content and User content
ArcGIS Sharing makes it easy to publish GIS to a wide audience:

- Layer packages
- Other data

Use in ArcGIS Desktop And Explorer

Serve with ArcGIS Server

Author using ArcGIS Desktop
- Maps, globes
- Geoprocessing

ArcGIS Online Sharing
What can users store and share?

• **Layers**
  - Map and globe services
  - Layer package and layer files (.lpk, .lyr)

• **Maps**
  - Web maps (maps authored in your browser)
  - ArcGIS Desktop maps (.mxd, .3dd, .sxd)
  - Explorer map (.nmf, .ncfg)

• **Apps**
  - Web mapping applications

• **Tools**
  - Services (geocoding, network analysis)
ArcGIS Online Sharing www.arcgisonline.com

ArcGIS Online BETA

Home  My Content  My Groups

Share your work with others
Add a map, include a brief description and tags, and share it with everyone or specific groups of people.

Search

What is ArcGIS Online?
See what you can do with ArcGIS Online.

Create a Web map
It only takes a few minutes and mouse clicks to create an online Web map.

Upload and share your data
Sign up now

Start adding your maps, layers and tools and share them with others.

See ESRI Maps and Data
Imagery, streets, topo and more...

For the latest news visit the ArcGIS Online blog.

JavaScript  Flex  Silverlight
ArcGIS Online Content & Sharing

Questions?