

Microsoft Strategy for Russia

Senior Management Team representatives of Microsoft Photogrammetry will present the development strategy for Russia and CIS countries at the 7th Annual International Conference "Laser Scanning and Digital Aerial Photography. Today and Tomorrow". The Conference will be held in Moscow on 6-7 December.

'The territory of Russia and CIS countries possesses the strongest potential for implementation of "Virtual Earth" Project' - claims Microsoft Corporation. The development strategy for the Region as well as its main stages will be announced by Microsoft Photogrammetry at Conference.

Microsoft Corporation competes with Google ('Google Earth' service) to gain the leadership in mapping. Microsoft Photogrammetry latest digital technologies will become the key advantage in "...digital, dynamic and immersive visualization of the real world" and will allow to strengthen positions of Microsoft Corporation in this market sector.

3D Mapping of more than 3000 cities is planned to be performed with photorealistic texturing of each building and object and with complete and proper representation of its geometry. More than 100 cities have already been mapped at the initial stage of the project implementation. The number will grow to 500 cities by June 2008 and then - to 1500 cities by June 2009.

According to the market research initiated by Microsoft Corporation, Ukrainian and Central European Information Technology market turnover will be growing steadily till 2011; the annual market turnover forecast is \$3 billion dollars. Russian Information Technology market turnover will show 15% annual growth within the period of 2007-2011 (only 4% less if compared the Indian market forecast for the same period).

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