

Genesys Launches Nationwide Digital Twin Platform for India



Genesys International intends to make a digital twin of the whole of urban India. The launch programme was inaugurated by Amitabh Kant, chief executive officer of the National Institution for Transforming India (NITI Aayog).

The creation of this very accurate 3D data will open up a host of new high-definition mapping applications, including for smart cars, e-commerce, logistics, gaming,

utilities planning (e.g. next-generation networks for telecoms and renewable energy) and disaster management & emergency response. Moreover, with all the smart city components, the digital twin will bring Indian cities on a par with other cities around the world that are now using this advanced geospatial technology.

Combined geospatial data capturing methods

[Genesys](#) has a constellation of advanced sensors in India, consisting of aerial mobile and terrestrial systems capable of imaging at very high speeds and resolutions. Genesys has also filed for patents in unique geocoding for addressing 3D data as well as automated capture of features from 3D street-map imagery.

Sajid Malik, chairman and managing director of Genesys, stated: "The digital twin platform of urban India will herald a transformation in map usage in this country as literally every inch of the city will be mapped. The resulting highly accurate 3D data – a step towards the Metaverse – will play an essential role in the digital India economy system. Now data of this kind will become available for licensing to a host of users."

Landmark geospatial policy

Amitabh Kant commented: "The new geospatial policy focuses on innovation and on harnessing the capability and content of companies like Genesys who have done pioneering work. Our Prime Minister has been a key advocate of using geospatial content in a host of applications, and his vision of self-reliance is manifested in the landmark geospatial policy." This will have a huge impact on the entire ecosystem of innovation, digitization, fintechs and startups.

According to Genesys, the emergence of inventive developments like the India 3D Maps Programme will set a higher standard for the industry and aid the public and private sectors to incorporate the technology in building a smarter future.



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