

# MipMap ESRI UC

## Major areas to showcase

1. MipMap Overview
2. Urban Scale Digital Twin / Urban Scale Reality Capture
3. IoT Based Facility Management with indoors mapping and location awareness

## Highlights / Competitive Advantages

- **The most experienced company in creating urban digital twins** (especially in the MENA region).
- **One of the few ESRI partners with data production capability**
- one-stop-shop address and can deliver any size Digital Twin project as turnkey.
- **In-house tool to produce detailed 3D models of buildings** with facades from aerial imagery across various levels of detail, ranging from LOD1 to LOD4.
- MipMap – DT maturity -interoperability

## Exhibition Materials

Presentations:

1. Who we are
2. MipMap Services (Digital Twin)
3. MipMap Services
  - a. Alternative I
    - i. Reference Systems
    - ii. Geospatial Data Production
      1. Digital Mapping by Terrestrial Techniques
      2. Remote Sensing and Photogrammetry
      3. 3D Mapping
      4. Indoor Mapping
    - iii. Geographical Information System (GIS)
  - b. Alternative II
    - i. Reference Systems
      1. CORS modeling, Geoid building and enhancement
    - ii. Conventional Mapping
      1. Digital Mapping by Terrestrial Techniques
      2. Remote Sensing and Photogrammetry

### iii. Digital Twin Generation

1. 3D Mapping
2. Data migration and mapping
3. Indoor Mapping
4. Digital Twin deployment and applications

### iv. Geographical Information System (GIS)

4. Reference Projects
5. Application specific:
  - a. Utility network (modeling, gas network, pipeline, cooling, etc.)
  - b. Heritage Site
  - c. Indoors
  - d. University twin & smart campus
6. Collaboration
- 7.

#### Videos:

1. Urban Digital Twin – Jeddah
2. Heritage Site Digital Twin and Historical Preservation – Al Balad
3. Cadastral Modernization - Jeddah
4. Utility Modeling – Tabreed + Istanbul Metro
  - a. 3D utility network / ArcGIS utility network / District cooling data model
  - b. Indoor GIS / Indoor utility model / Outdoor – indoor seamless transition
  - c. Sensor integration/ RT data collection / SCADA Integration

#### AR/VR demo:

1. Oculus: Flythrough over Al-Ula / Al-Balad / Kidana
2. Apple Vision Pro: ?

#### Online Demo:

1. Onsite demo: Asset tracking live demonstration
2. UC Demo website: [Uc2024.mipmap.nl](http://Uc2024.mipmap.nl)
  - a. Jeddah Digital Twin
  - b. Capelle: Urban digital twin, Building models (LOD 2+), Building information integration (info, photos, owner, etc.), BIM Integration
  - c. Al Ula: Heritage site, high-resolution photography
  - d. Al Ain: Satellite – Nadir – Oblique object model and façade comparison

e. Indoor utility network - survey123 integration

## Promoting the UC

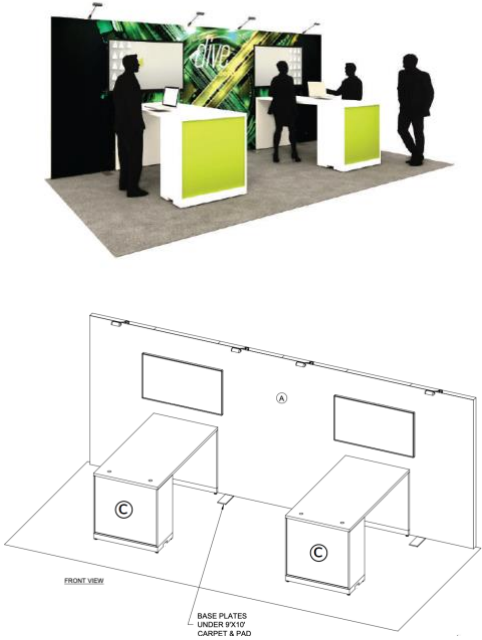
Invitation letters will be sent to contacts.

UC-related material will be posted on LinkedIn 2 times a week till the UC. (what we showcase – visit us call to action – booth info)

Press release (English, Turkish, Arabic)

Short pitch for media visiting our booth during the UC

## MipMap Booth @ UC

	<p><b>Furniture:</b> 2 x Table with chairs</p> <p><b>A/V:</b> 2 x 55” LED monitor + 2 x laptops</p> <p><b>Other equipment:</b> Apple Vision Pro (1) Oculus Quest 2 (1) Laptops (?)</p> <p><b>Marketing material:</b> Brochures? Giveaways (Asya)</p>	<p><b>Booth Team</b></p> <ul style="list-style-type: none"> <li>▪ Kamil Eren</li> <li>▪ Cenk Şen</li> </ul> <p><u>Team-1 (Indoors + IoT)</u></p> <ul style="list-style-type: none"> <li>▪ Yavuz Eren</li> <li>▪ Kamil Zengin</li> </ul> <p><u>Team-2 (DT)</u></p> <ul style="list-style-type: none"> <li>▪ Süleyman</li> <li>▪ Abeer</li> </ul> <p><u>Hosting Saudi guests</u></p> <ul style="list-style-type: none"> <li>▪ Musa</li> <li>▪ Abdullah Barakati</li> </ul>
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## Expected Visitors

### Group

#### High-Influence Visitors (Delegations)

delegations from government agencies

exploring our capabilities or evaluating potential vendors

### Related Person

Saudi Delegations –  
Kamil Eren, Cenk Şen,  
Musa, Abeer

Other delegations –  
Cenk Şen

### Materials

?  
Apple Vision Pro

### **Dedicated Customers**

actively seeking solutions to specific projects

### **Tech-Enthusiast Customers**

looking for innovative solutions and cutting-edge capabilities

### **ESRI Distributors and Partners**

seeking collaboration opportunities

Kamil Eren – DataPlus,  
US Dist or partners

Cenk Şen – MENA

Yavuz Eren – Europe  
Distributors

### **ESRI Team**

looking for real-world applications of ESRI technologies, use cases, or innovative implementations

Yavuz Eren, Süleyman  
Arslan

### **Media/Journalists**

Kamil Eren, Cenk Şen,  
Yavuz Eren

### **Thought Leaders / Influencers**

Arcadius

### **Others**

Students, Job seekers, ?

## **Action Items**

- Main Video preparation
- Specific Video
- Invitation Letter
- Give aways
- Welcome Desk, Increase the size of a Screen
- Prons/Cons of the Reality and comparision with the technology
- Demo web page performance enhancement
- Present
  - o General Capabilities
    - Change Detection
    - System Architecture Design/Update
  - o Multi-Scale Digital Twin

- Mesh / Point Cloud / Object
- Utility
- Underground
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- Indoors, IPS, Facility Management

- **Challenges:**

- How will we show live demonstrations, demos, and presentations on the same screen?
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- How will we switch between them?