

User Perspectives on GPS

Glen Gibbons, *Inside GNSS*

Civil GPS Service Interface Committee

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Types of Users

Engineers: *product designers, system integrators, service providers*

Professional/Commercial/Scientific:
farmers, surveyors, telecommunications, regulated SoL navigation,

Consumers (mass market): *PNDs, car navigation, geocaching, smart phones*

Users & GPS

Substitute
“GPS” for
“dogs”



User Perspective #1

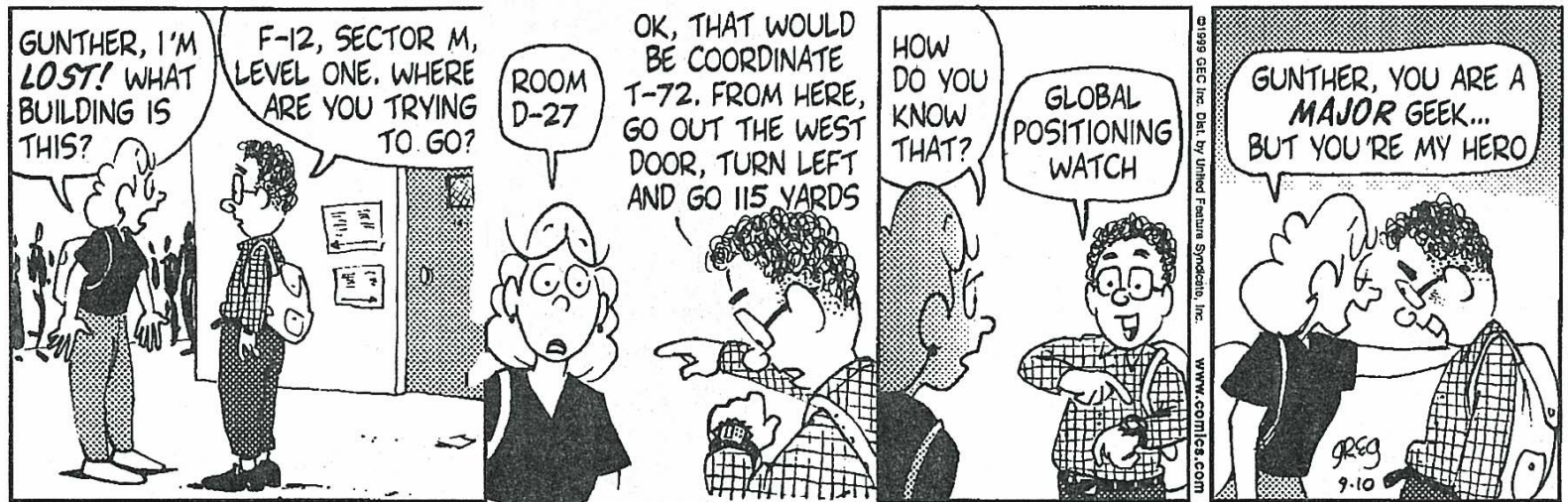
Unclear on the Concept



User Perspective #2

It's Rocket Science . . . for Nerds!

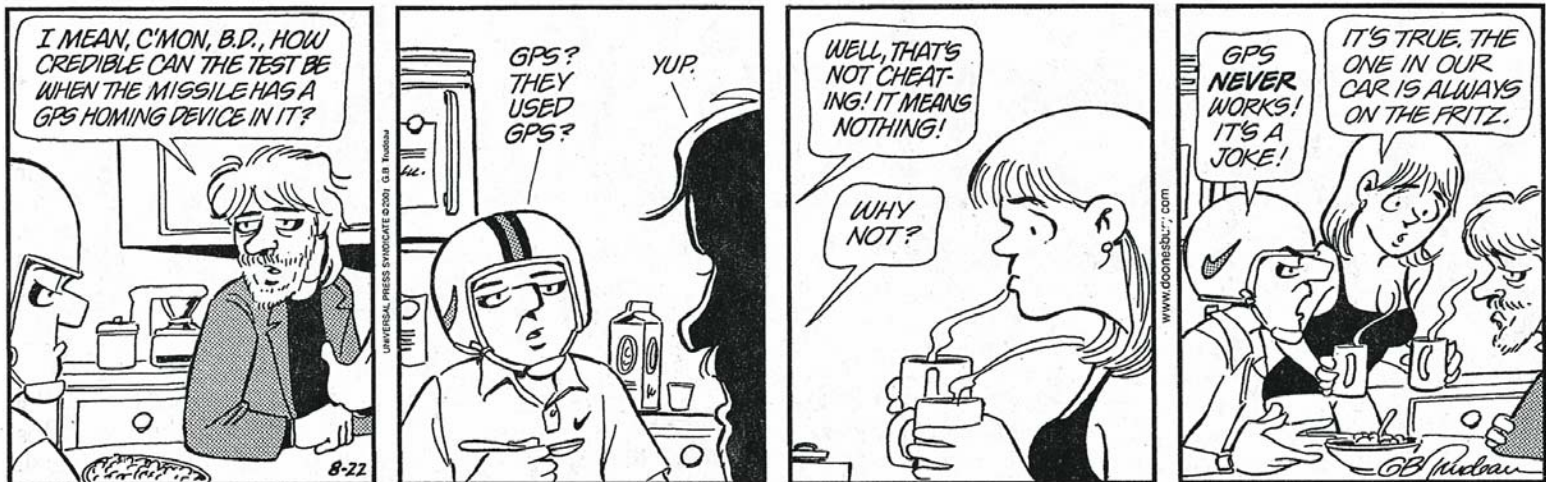
LUANN



User Perspective #3

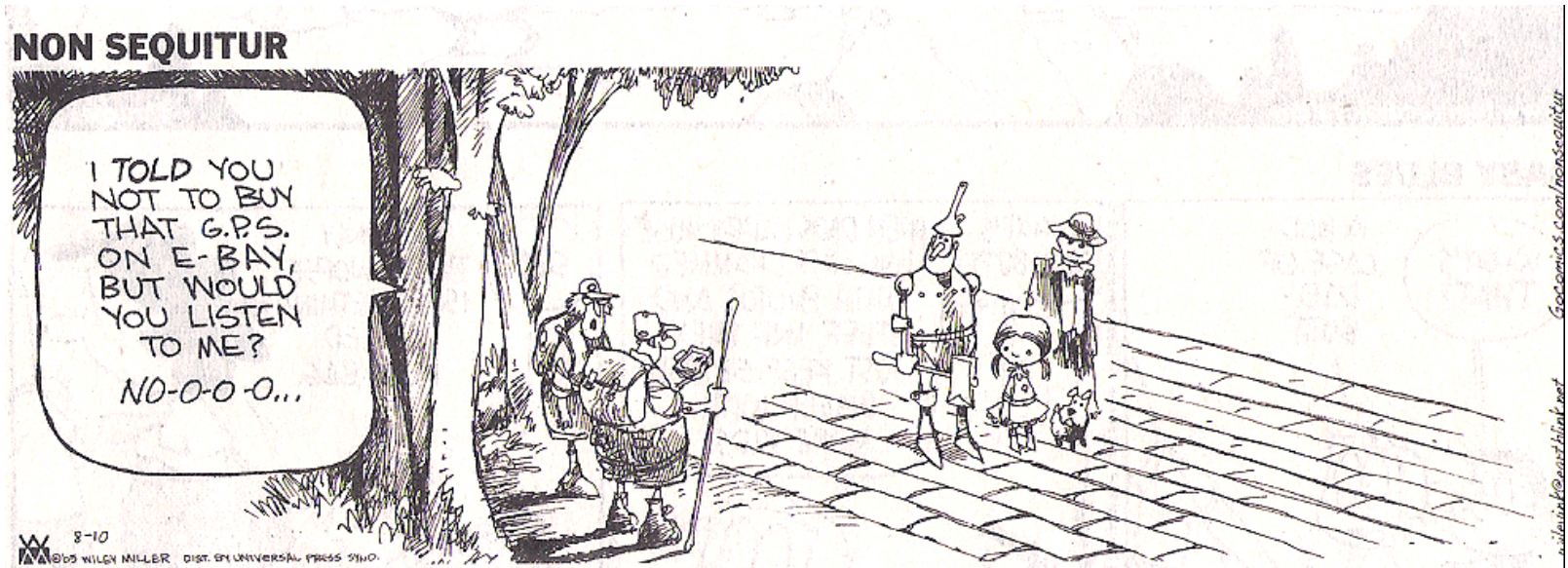
Military users have a better system.

DOONESBURY



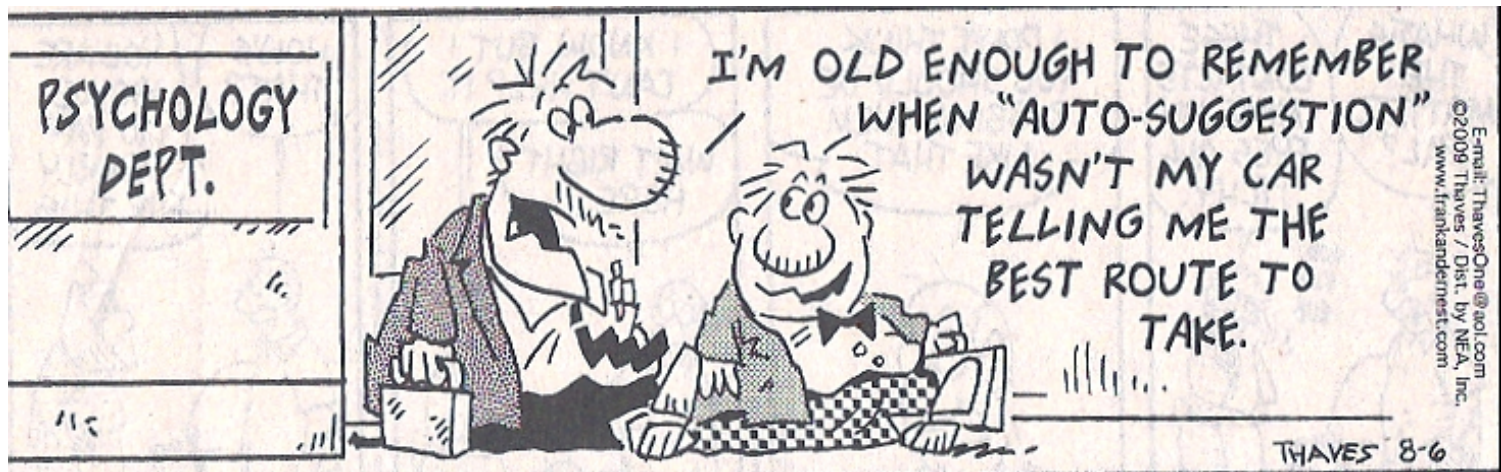
User Perspective #4

It's unreliable.



User Perspective #5

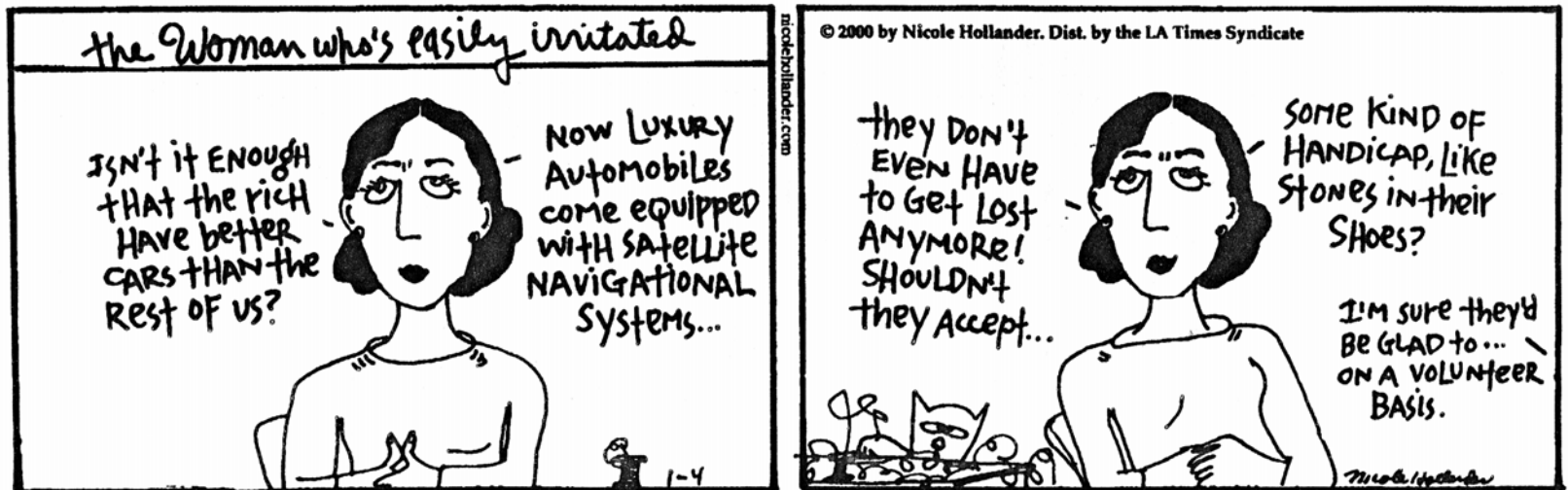
It's known by its function.



User Perspective #6

It's a subject of envy.

SYLVIA



User Perspective #7

It's a source of suspicion.





User Perspective #8

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

The brand identity is GPS, not GNSS . . .
So far.

The End . . .

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

. . . or is it just the beginning?



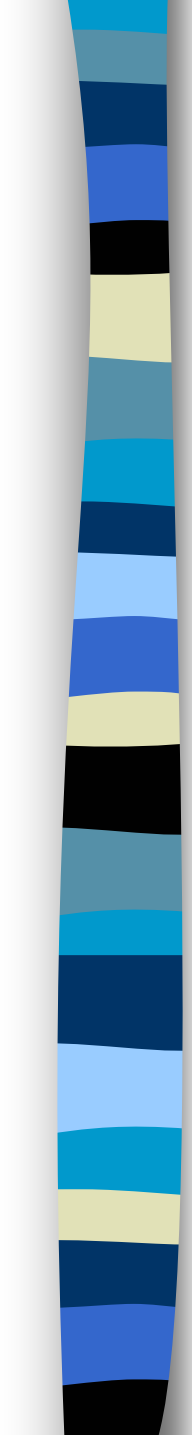
No. It's really the end.

Thank you.









QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.