

**ABSTRACT**

**“The Mission of Cartography in the modern information sociality”**

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3<sup>rd</sup> International Conference on Cartography and GIS

June, 15-20, 2010

In Nessebar, Bulgaria

The demands of the modern information society towards Cartography from one side and the technical possibilities of the informatics on the other side oblige us to revise the interpretation of the fundamental role of Cartography.

The right evaluation and actual understanding of the role of cartography must start from the theory of information. The graphical expression of the spatial information is no longer enough for the society of users even not in the digital form.

The opportunity is based on the modern computer technique, evolution of the GIS solutions and the new data acquisition technologies. The result is the 3D object oriented virtual reality model including more and more quantitative and qualitative information.

This new approach of the presentation of the complex spatial information opens the new perspective for Cartography.

Next to the theoretical reasoning author focuses on the technical, production and commercial aspects of the complex data acquisition practice of EUROSENSE Group in ten European countries. The presentation gives complete overview of the activity of EUROSENSE in 3D data acquisition and modelling with lot of examples form different typical applications in different countries.

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