

National Freelance Technology Journalist, Charles Arthur, to Deliver Keynote Address at MapInfo User Group UK & Ireland Summer Conference

Keynote to provide insight on market drivers for Data-as-a-Service

Windsor, Berks UK, 16 June 2010 - [Pitney Bowes Business Insight](#), the leading global provider of location intelligence, data management, and customer communication management solutions, today announced that leading freelance technology journalist and editor of The Guardian newspaper's Technology Supplement, [Charles Arthur](#), will be delivering a keynote address at the Summer Conference of the independent [MapInfo User Group UK and Ireland](#) (MUGUKI) on 23 June 2010 at IET, Savoy Place, London. Charles' keynote entitled "The Democratisation of Data in a Regulated World", will explore the trends and drivers behind the growing market need to use, visualise and express location-based data in an ever-increasing number of ways. Charles will also explore the relevance of the rise of Data-as-a-Service (DaaS) by providing answers to the question - 'Why DaaS, Why Now?'.

Charles has been the champion of the ['Free Our Data' campaign](#), which he co-founded in March 2006 along with fellow Guardian freelance journalist Michael Cross, with the aim of persuading government that non-personal datasets created by government-owned agencies and companies and organisations should be made available for free re-use without licence restrictions. [Charles' opinions, articles and blogs](#) have been instrumental in helping to influence free and unrestricted access to data.

PBBI will also be making key announcements and demonstrations at the MUGUKI conference, including a demonstration of its newly announced mapping and analysis application, MapInfo Professional 10.5, which supports many of the core competencies around location-based intelligence and DaaS. PBBI will also provide further details on its ground-breaking new DaaS strategy, offering the geospatial industry's largest data catalogue, which will make the sourcing, accessing and purchasing of location-based data as easy as using iTunes. The DaaS service will support leading GIS mapping and analysis applications, including MapInfo Professional 10.5, as well as applications from other GIS vendors. DaaS will initially be available to MapInfo Professional 10.5 customers through a catalogue browser, enabling them to search and access data online.



The MUGUKI Summer Conference commences at 9:00am on Wednesday 23 June 2010 at the IET London, 2 Savoy Place. Attendance is £90 for non-members, £75 for Talklist Only Members and free to MUGUKI full members. Further information on the agenda and conference proceedings can be found at

http://www.muguk.com/index.php?option=com_content&task=view&id=489&Itemid=131

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For further information, please contact:

Joe Banks/Robert Hickling

Say Communications

+44 (0)20 8971 6400

PBBI@saycomms.co.uk

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