



# Public organization's activities in the field of information dissemination on GNSS

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# Main factors forming demand on the GNSS-based technologies market

Needs of potential GNSS users

GNSS awareness of the potential users

**DEMAND**

Quality of the end product

Cost of product

# Needs of potential GNSS Users

Progress and innovations in the society stimulates people to apply new technologies in their life



Business needs – optimization of expenses due to implementation of GNSS-based technologies

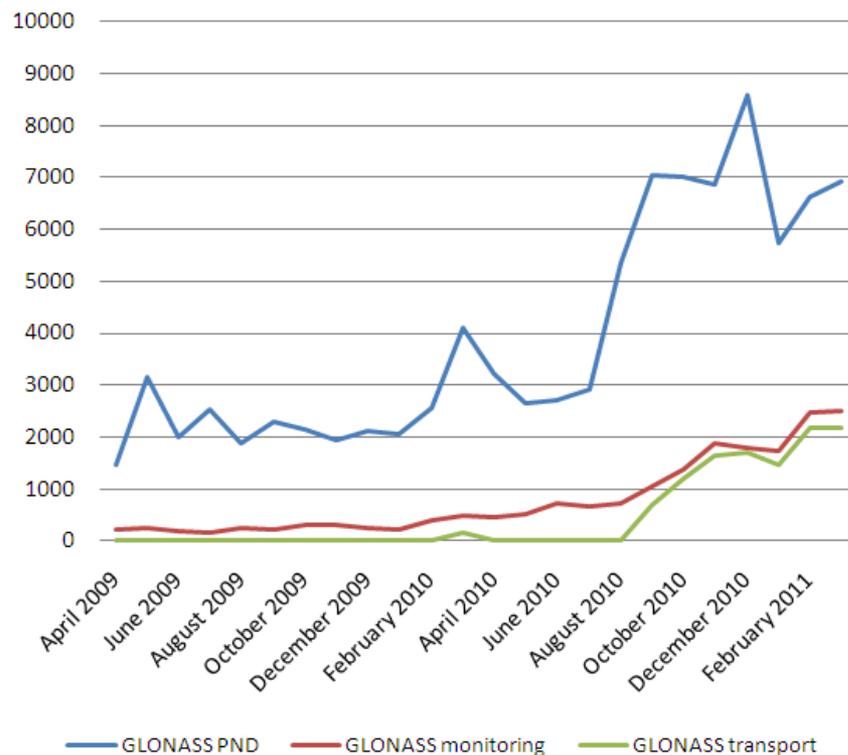
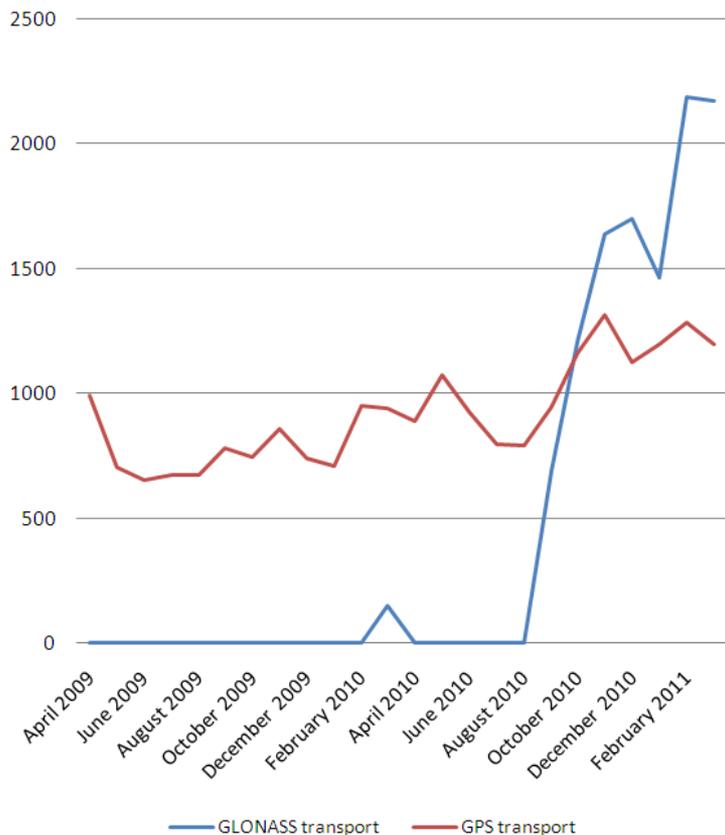


Today not enough information about existing GNSS-based technologies and areas of their application

# GNSS awareness of the potential users

Growth of GNSS awareness of potential users in the field of navigation technologies and application in life areas.

## As example dynamic of growth in Russian society



Dynamic of queries on key words **“GLONASS transport”, “GPS transport”** starting from April 2009 till March 2011 according to searching system **“YANDEX”**

Dynamics of queries on key words **“GLONASS PND”, “GLONASS monitoring”, “GLONASS transport”** according to **“YANDEX”**

# Web site of Association

www.aggf.ru

Legislation, normative documents

Calendar of GNSS related events

Video Portal

English version

Catalogue of GNSS-based equipment

"GLONASS/GNSS-Forum" association



# Organization and participation of GNSS related events

We use any possible platforms for informing potential GNSS users about new technologies and application in different areas of human life

**Association conducts and participates events in the field of satellite navigation.**

- International and domestic conferences (Calendar of GNSS-related events is available on our web site [www.aggf.ru](http://www.aggf.ru))
- practical workshops in the different regions of Russia
- thematic panel discussions
- international and regional exhibitions
- open lessons for beginners (Lessons for scholars and students in regions of Russia in cooperation with our partner “M2M telematic”)

Open lesson in the high school in St. Petersburg 2011



NAVITECH EXPO Exhibition Moscow, 2011



V Satellite navigation Forum, Moscow, 2011



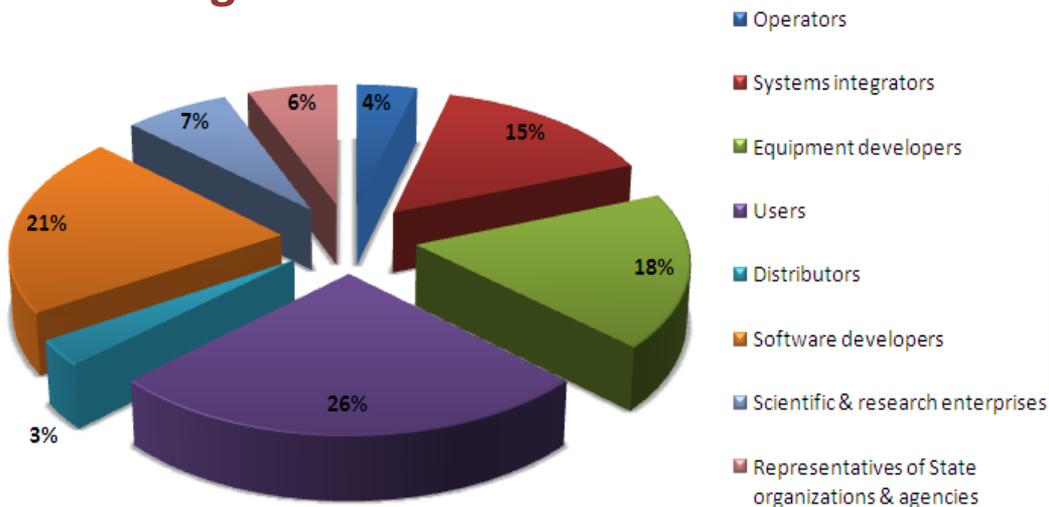
“GLONASS/GNSS-Forum” association

# International Satellite Navigation Forum



Planning to organize  
Forums on the  
territory of Ukraine  
and Kazakhstan in  
2012

## Targets audience



# Magazine «VESTNIK GLONASS »

registered in Russia as mass media

**Wide audience:**

**Meet interests of different readers' groups**



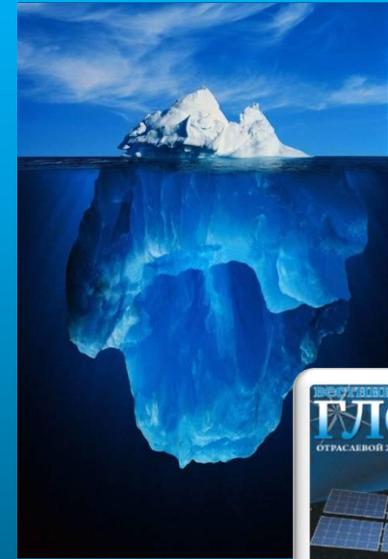
**Wide range of researches themes :**

**Carefully investigated any topics**



**Following target goal**

**Get to the bottom of the problem**

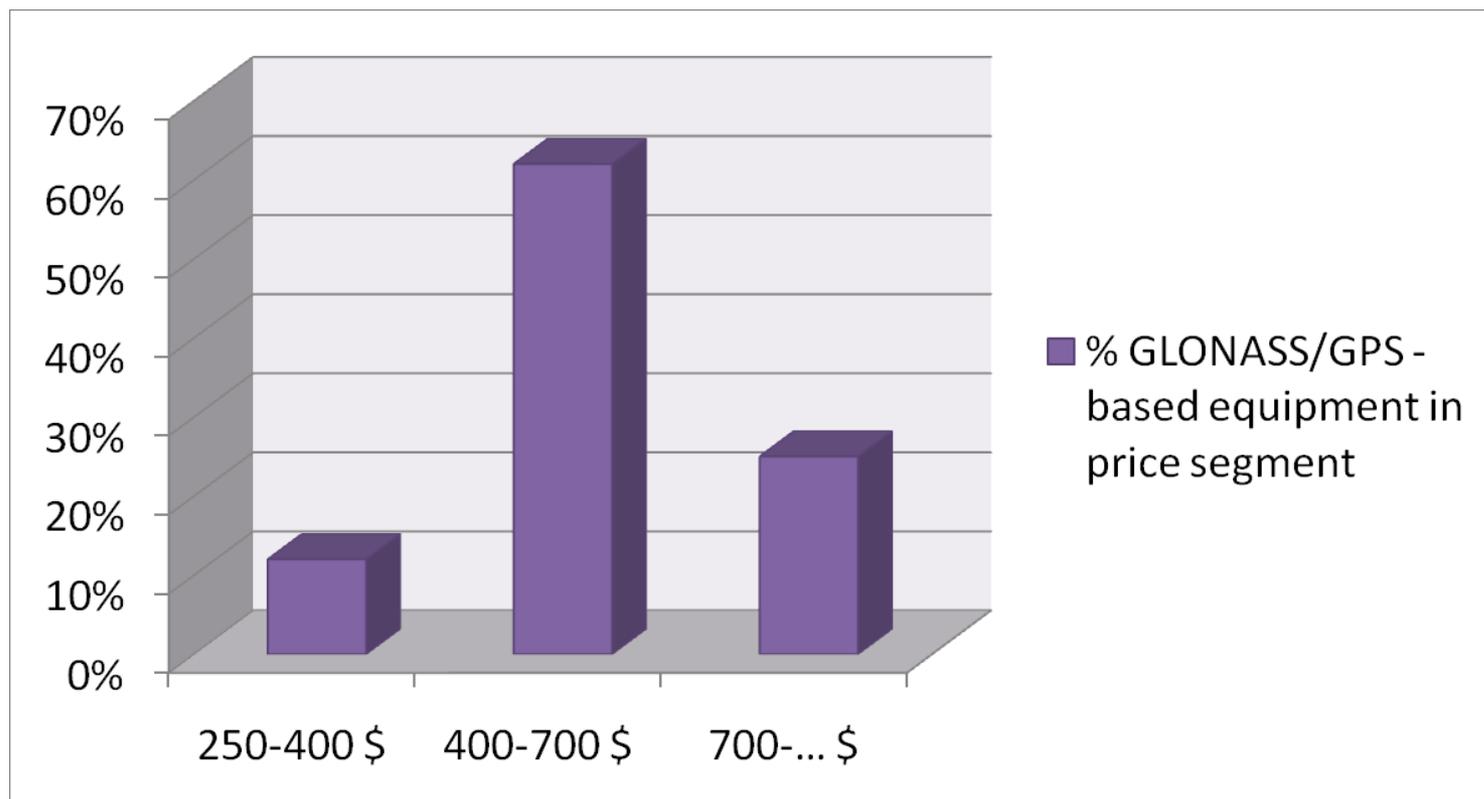


Specialized periodical printing magazine in the field of satellite navigation



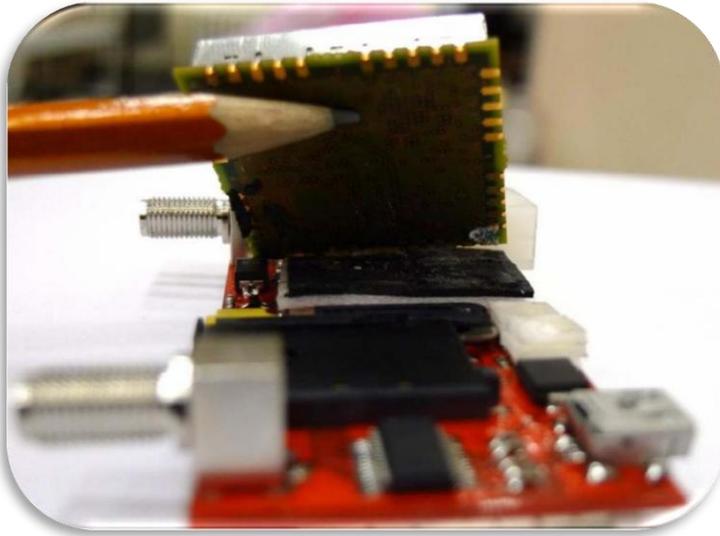
# Cost of the product

## Quantity of GLONASS/GPS based equipment in different price segments



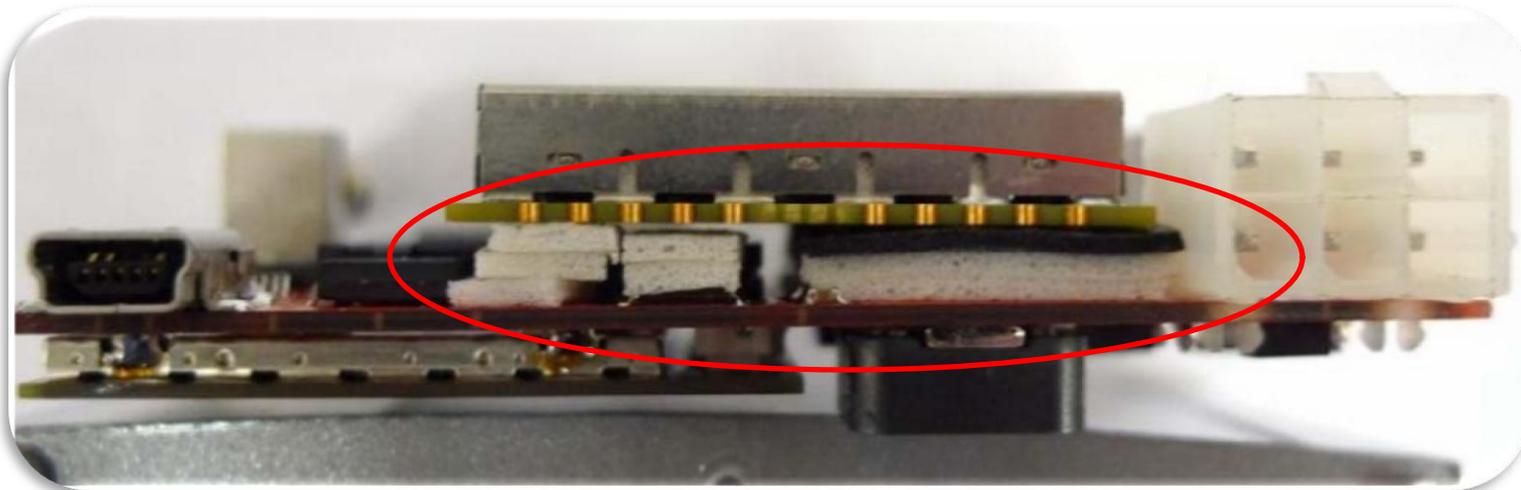
Estimation of products' costs were made in the beginning 2010 - 2011, according to the information given by opponents

# Quality of the end product



On board equipment (modem which was produced by company in 2010). Company – manufacture claimed that given equipment **based on GLONASS/GPS-technologies**

Operation of the device according to the GLONASS signals isn't possible because in the given device missed navigation receiver GLONASS/GPS. Receiver inside devise is camouflage, according to the test in laboratory.



# Customers protection against unfair manufactures of GNSS-based equipment (certification)

Users equipment suppliers

equipment



Test result

Test centers  
Laboratories

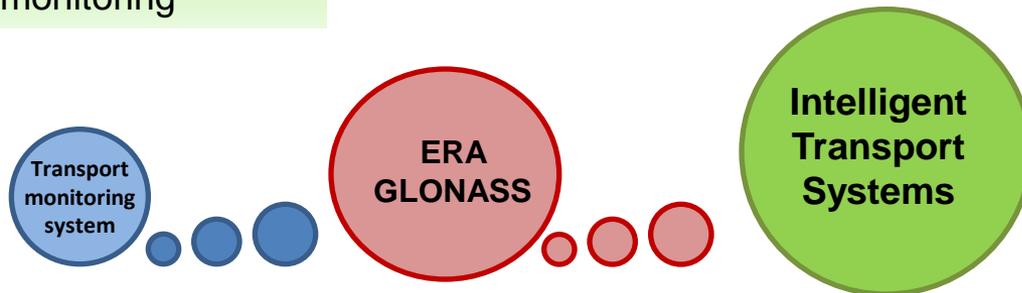
Samples of GNSS-based equipment

Certificate which confirms availability and operation of GNSS-based equipment

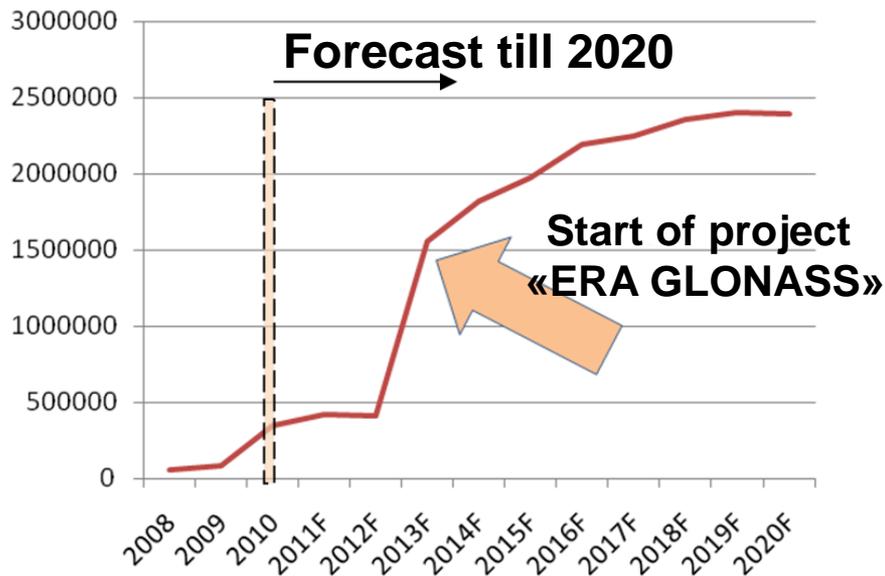
Recommendations to the manufactures or/and suppliers for application GNSS-based equipment

# Analytical activities

Example: Evolution of the project transport monitoring



## WHAT DO YOU WANT TO KNOW?



Analytical research “**Status and prospects of Russian navigation market**” 2010-2011 is available on [www.aggf.ru](http://www.aggf.ru)

**Thank you for attention!**



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