



Center for Business GIS and Spatial Analysis

Spring 2017 Speaker Series

Lawrie Jordan, Director of Imagery and Remote Sensing for ESRI

The Illusion of Simplicity: The Case for Making Drones Easy to Use

**Tuesday, March 28, 2017
6:00 p.m. – 7:30 p.m.**

University of Redlands Main Campus
Orton Center
Dinner served at 5:30 p.m.

**RSVP to Ms. Christine Mee at gisab@redlands.edu
By March 20, 2017**



Lawrie Jordan

Lawrie Jordan is Director of Imagery and Remote Sensing for Esri, as well as Special Assistant to Esri founder and President, Jack Dangermond. Mr. Jordan has over 35 years of experience as a leader in the field of image processing and remote sensing. He was co-founder and President of ERDAS, Inc. for more than 20 years and played a key role in evolving a long standing strategic partnership with Esri. He has been an advisor to numerous government organizations on current and future trends involving imagery and earth observation involving all types of sensors and platforms. His background education is in Landscape Architecture, with degrees from The University of Georgia and Harvard University. Lawrie is the 2015 recipient of the Geospatial World Leadership Lifetime Achievement Award for his decades of contribution in the field of Image Processing and Earth Observation. He is also honored to be recently elected to the European Academy of Sciences and Arts



**Learn more about the
Center for Business GIS
and Spatial Analysis**

www.redlands.edu/gisab

About the event

This presentation will address the notion that the future of Geospatial Information Technology belongs to the simple and the quick. The assertion is that we are witnessing a new normal emerging within the Geospatial community whereby many incoming members of this industry increasingly are professionals with backgrounds across several disciplines but they are not experts in Remote Sensing, nor do they want to be. Instead, they desire to gain the geospatial advantage and solve application-specific problems and make better decisions based upon imagery-derived information products, specifically from UAV / UAS systems, without needing to become domain experts on the detailed science of rigorous photogrammetric methods. Recent examples illustrating several use cases will be presented, along with observations on near-term trends related to drone use within GIS systems.