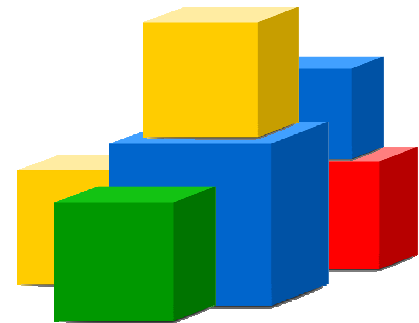


# Google Developer Day 2008

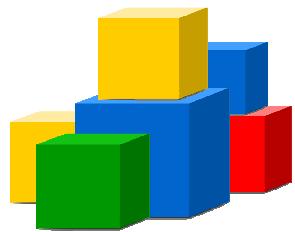
## Maps API

Matthew “Chewy” Trehella

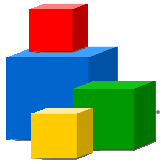
*Developer Advocate*







# Maps API 101



# Static Maps API: Introduction

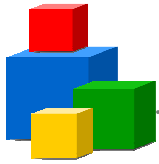
---

The full Javascript Maps interface takes time to load

**Solution:** The Static Maps API is just an image, so it's really fast

## ■ When to use?

- Mobile Sites
- Previews
- Low bandwidth
- Legacy site



# Static Maps API: Examples



## 1) Lonely Planet Mobile (<http://m.lonelyplanet.com/>)

- Displays static map of current user location
- Plots nearby places to 'sleep', 'play', 'eat', 'shop' and 'see'
- Links to Lonely Planet review on each date



## 2) Orbitz Mobile Update

(<http://updates.orbitz.com/mobile/>)

- Generates static map of traffic incidents
- Collects input from mobile users

# Static Maps API: Implementation



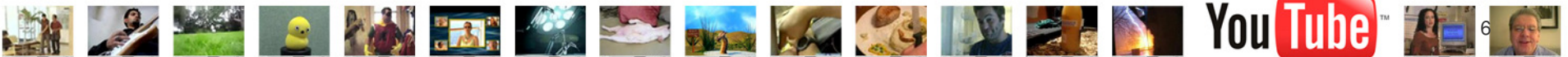
**Good news! Just add an `<img>` tag**

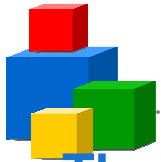
■ e.g. `<img src='http://maps.google.com/staticmap?center=-23.5,46.6&zoom=10&size=300x200&markers=-23.6,-46.6&key=ABCDEFGH'>`

**As easy as embedding a YouTube video.**

**You can control lots of options (markers, colours, etc)**

**Even better news! URLs can be generated in the [Google Static Map Wizard](#)**





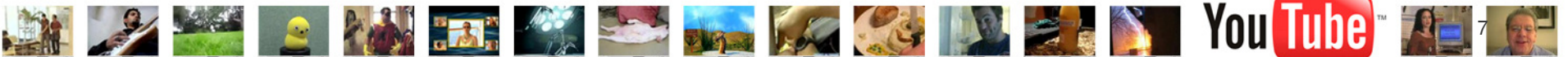
# Flash API: Introduction

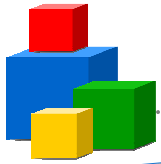
The Javascript API has limitations inherent to the platform

**Solution:** Flash Maps API

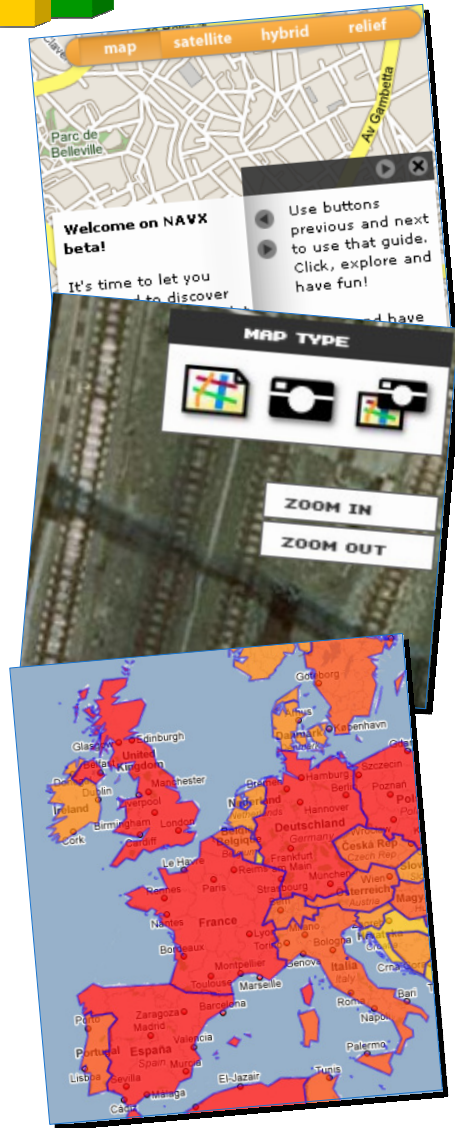
How does it work?

The Flash API has all the main functionality of the Javascript API





# Flash API: Examples (1)



## 1. Integration into Flash/Flex sites

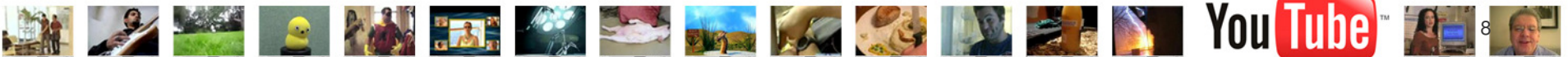
- Some sites are already built entirely in Flash/Flex, and integrating a JS API can be painful
- **Example:** [Navx](#) (UI already in Flex – integrated Flash API in under a week)

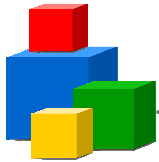
## 2. Smoother video/animation

- Flash animation is native and smooth
- **Example:** [Google Map Driving Simulator](#) (Converted from JS: Doubled frame-rate, halved CPU usage)

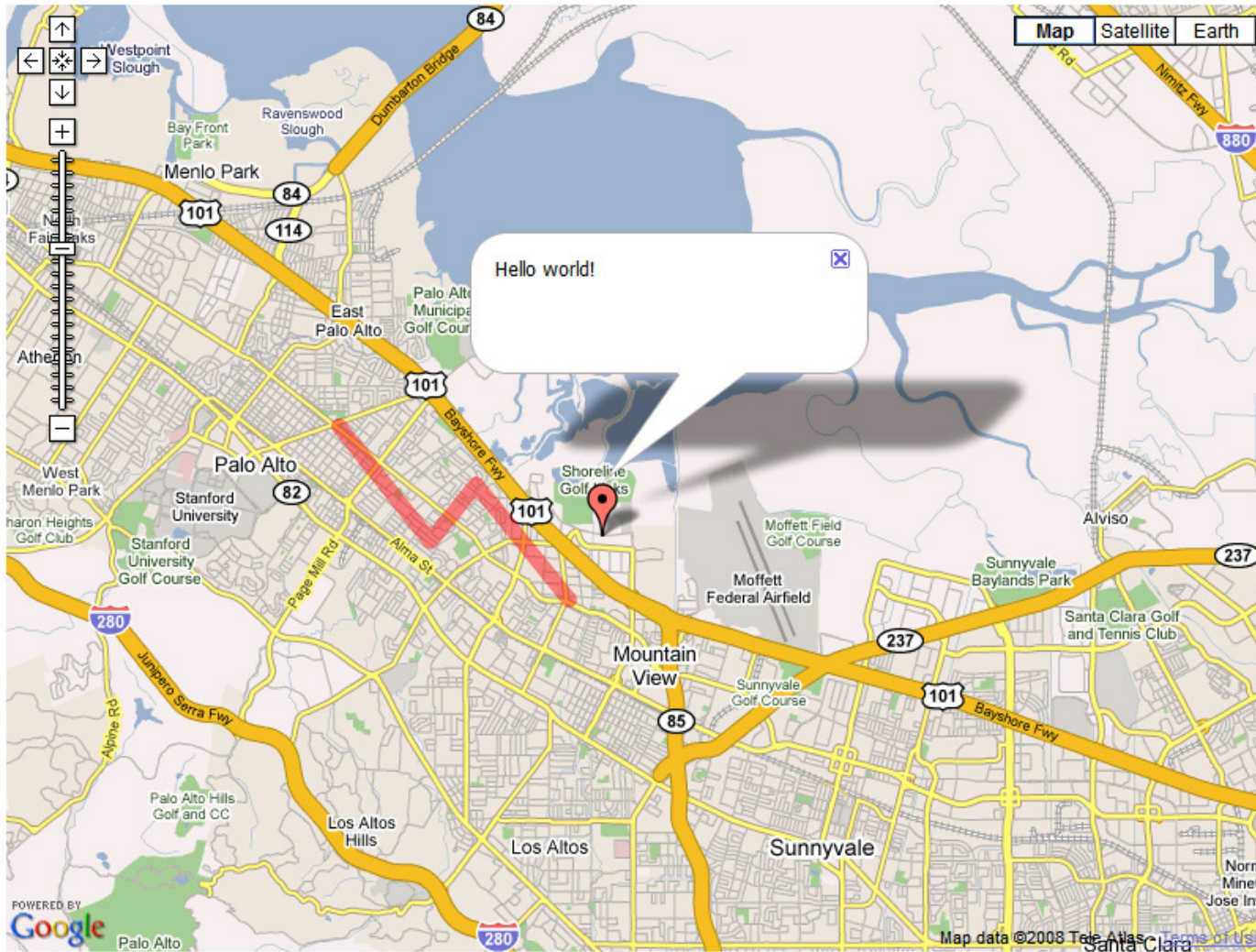
## 3. Better/more Vector Graphics

- Flash handles vector graphics natively
- **Example:** [Thematic Mapping](#)

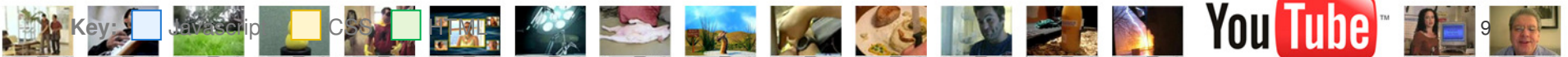


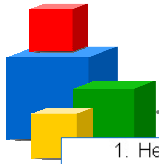


# Earth API



<http://earth-api-samples.googlecode.com/svn/trunk/demos/mapsapi/index.html>





# Street View Service: Examples

1. Head **southwest** on **9th Ave** toward **W 34th St** go 279 ft total 279 ft




2. Turn **right** at **W 34th St** go 0.5 mi total 0.6 mi  
About 2 mins



- **Google Maps Directions (Print View)**
- (<http://maps.google.com/>)

Street View | Map View | Satellite View | Hybrid View | Help



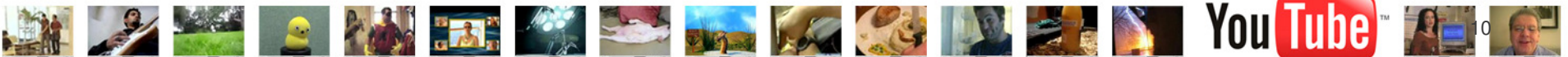
Google

Head St NE

Head St SW

Help

- **Trulia Real Estate listings**
- (<http://www.trulia.com/>)





# Location Detection: Introduction

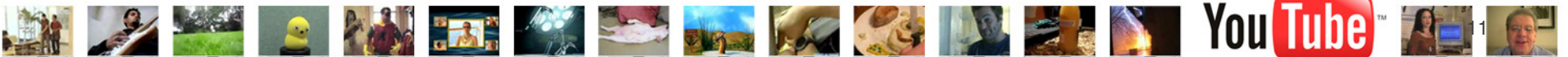
**Until recently, the user had to centre/zoom on their location themselves**

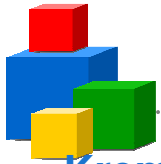
- This was time-consuming and potentially repetitive for regular visitors

**Solution:** Automatic location detection in the AJAX API

## How does it work?

- IP Address information provided by the ISP to companies which aggregate by city or region and release.
- Freely available from many providers

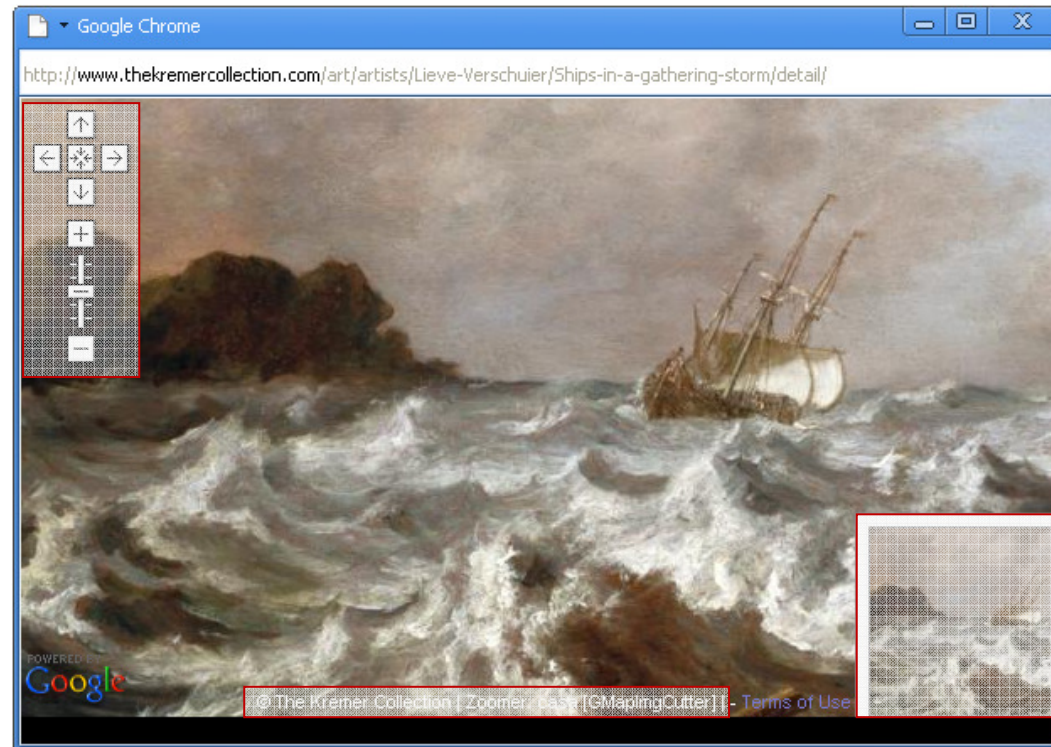




# Custom Tile Layers: Example

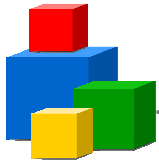
Kremer Collection Photography ([www.thekremercollection.com](http://www.thekremercollection.com))

Map navigator and zoom level control

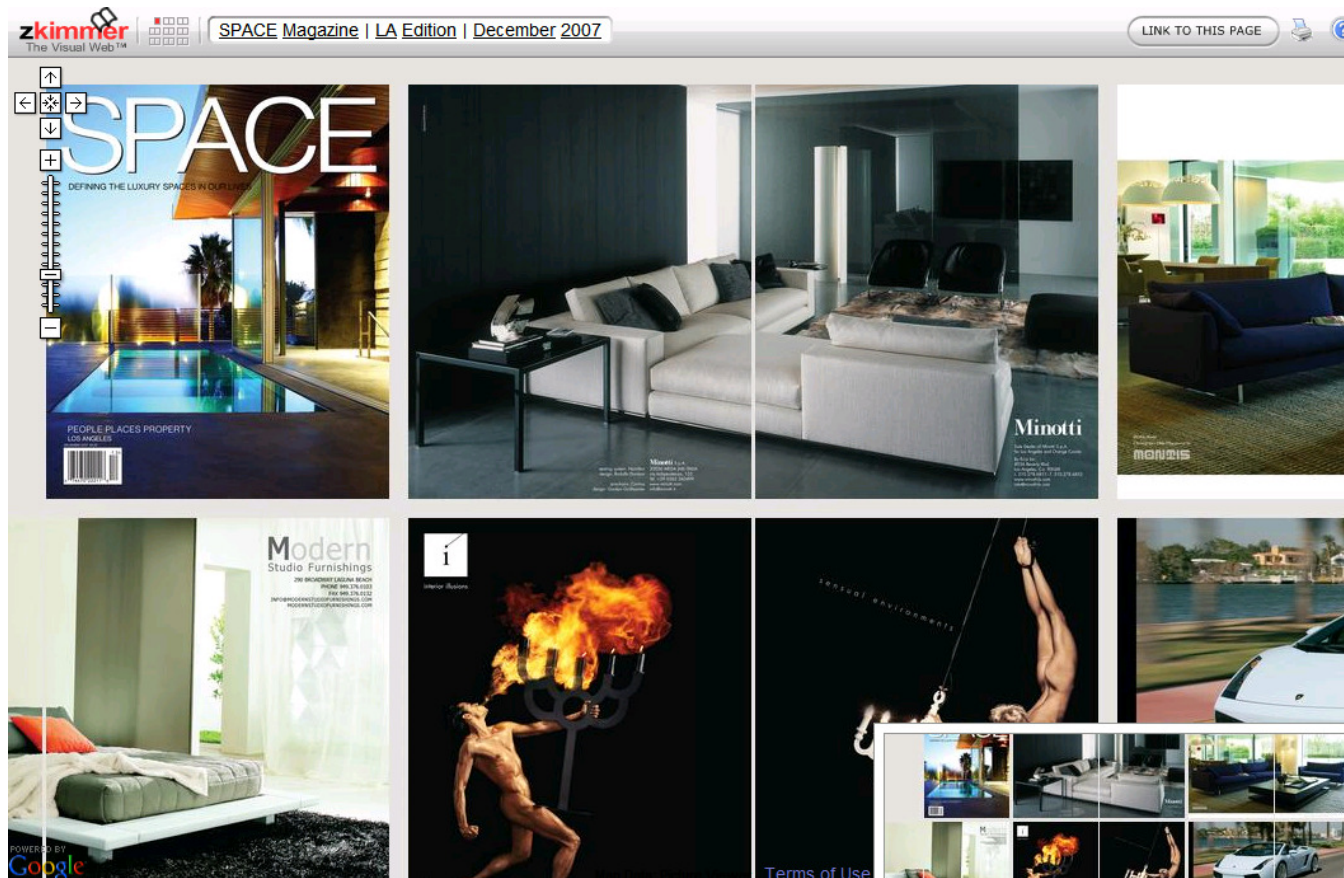


Orientation navigator

Content copyright notice



# Custom Tile Layers: Example



<http://www.zkimmer.com/Space/LA/2007/December/>

