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SMARTPHONE APPS AND EARTH OBSERVATION ISSUES AS A WAY TO ENHANCE ECONOMICAL GROWTH. GMES/COPERNICUS AND MYOCEAN2 BENEFITS.

Abstract

Smartphone Apps are actually covering the world with news, brilliant and intelligent solutions. Earth Observation Programs such as Copernicus urgently need a way to develop and provide for information to users on a fast, relying and practical way that users can benefit of. Copernicus and MyOcean2 enable a possibility that users can generate Apps for mobile phones that are capable of obtaining data, parameters and information ranging from day to day weather and climatic situation to eventual risks that could be capable of damaging humans with catastrophic consequences.

Whereas Galileo is essentially a 'navigation' system providing a permanent and more accurate than ever positioning and timing services worldwide. GMES/Copernicus is an 'Earth observation' system providing information on the state of our environment and improving the security of society. As stated by European Commission, GMES will stimulate economic growth and employment in a wide range of industrial sectors, and by 2030 will lead to the creation or maintenance of approximately 20 000 direct jobs in Europe, if enabling factors are put in place. With highly skilled jobs in this sector typically impacting employment in other sectors, the GMES-related economic stimulus could also result in a wider economic effect, with an additional 63 000 indirect jobs secured by 2030, that is to say, not only enormous commercial opportunities and legal issues will arise out of commercial relationships but business opportunities will emerge in the sense that society can benefit of useful market solutions: creating Apps related to satellite data streaming is surely one of them. This abstract will analyze how MyOcean2 App for smartphone can be applied commercially, its consequences, possibilities and legal issues.