

# TECHNICAL PRESS INSIDER

31<sup>th</sup> July 2007

The newsletter for editors from

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Welcome to the latest issue of the *Technical Press Insider*, the electronic newsletter for editors in the technical media. *Technical Press Insider* contains summaries of some of the most important stories we've released this month, plus a few what's-on items you might find useful. And remember, you can get copies of all the press releases that we have issued on behalf of our clients from the press office on our website at [www.fishermarketing.co.uk](http://www.fishermarketing.co.uk)

If you think the content would be of interest to a friend or colleague please feel free to forward it, asking them to send their email address to [join-tpi@fishermarketing.co.uk](mailto:join-tpi@fishermarketing.co.uk) so they can receive future issues direct. To be removed from the circulation list, send an email to [leave-tpi@fishermarketing.co.uk](mailto:leave-tpi@fishermarketing.co.uk) or to change the email address it's sent to, hit reply and let us know.

The next First Friday Club for Editors is on September 7<sup>th</sup>, so keep an eye on your inbox for the invitation!

**Mark Fletcher**

**Next Issue: 31<sup>st</sup> August 2007**

## Thought for the month

### Street level surfing

It used to be that anything with a funny roof rack patrolling your neighbourhood was the TV Detector man, coming to tell you off for not having a TV licence. These days it is more than likely going to be Google or Microsoft adding yet another level of detail to their respective mapping tools as both companies have recently launched photo-driven street-level mapping.

In a nutshell, their mapping packages can show you what you would see out of the window if you were driving down a road in your car. Alas, as with most new web developments, it is a bit US-centric at the moment with only a few major US cities getting the street-level treatment, no doubt we will follow shortly.

A hundred and one ideas are kicking around as to how the two companies are going to reclaim the millions this is costing them. One initial idea is that building facades

will become clickable, taking you to shop or company websites in the same way as walking to the corner shop. Whatever the eventual revenue stream is, it's a lot more fun that using a map.



You can get an idea of what is on offer by going to <http://maps.google.com/> (the dot com bit is important – or you won't be given the street view button in the top of the map window). Find a major US city such as New York or Miami and click on the Street View button to show the blue highlighted streets (those with images). You

will then be given an icon of a little chap who you can position on the road of your choice and a window opens showing what you would be looking at if you were standing on that very road. Now use the arrow keys to "drive" around. I found the whole experience more rewarding when I made brum brum noises.

**Mark**

*If you would like to comment on this or anything in TPI please drop us a line on [mark@fishermarketing.co.uk](mailto:mark@fishermarketing.co.uk)*



## *Publishing Talk*

As you might expect, the *Technical Press Insider* is the ideal vehicle for gossip, rants, jobs, freelancing opportunities and all manner of publishing activities... oh yes, and news. So, if you have something to say or you want some help, drop us a line and we will see what we can do.



## *What's Happening?*

Pharmatex - Cork, Ireland - East Gate, Little Island – Sept 11-13 - <http://www.pharmatex.ie>

HazardEx in the Region - Cork, Ireland - Maryborough Hotel – Sept 18 - 01732 359990

HazardEx in the Region - Germany, Hanover - Mecure Atrium – Sept 26 - 01732 359990

HazardEx in the Region - Cardiff - The Angel Hotel – Oct 2 – 01732 359900

Northern Manufacturing Exhibition 2007 – Hallam FM Arena, Sheffield – Oct 2-3 - 01784 880890

Manufacturing Technology, Ireland 2007 –National Show Centre, Nr Dublin Airport – Nov 7-8 - 01784 880890