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NTT DoCoMo (TM): Value Innovation at DoCoMo

By Emma Dennis

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Date & Inventor(s)

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The "G.P.S. Project" began in **1973**, in hopes of entering a new technological era for navigation systems. However, the G.P.S. finally became fully operational in **1995**, realized by the *U.S. Department of Defense*.

The **inventor's** credited for this worldwide change are Roger L. Easton, Bradford Parkinson and Ivan A. Getting.

http://en.wikipedia.org/wiki/Global_Positioning_System



How it Works

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The G.P.S. is a space/satellite based navigation system aiming to provide thorough directions from anywhere on the earth. It uses 24 satellites, and at least 6 satellites are within reach from everywhere on earth. It is used in cars, on most cell phones and iPods these days, military bases, airplanes/helicopters and much more!



**Why is the G.P.S. so Important
in our Lives Today?**

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The Global Positioning System is a very important technological advantage in our daily lives because it provides quick and easy ways to your destination when you need it the most.

Without it, how would you know which way to drive your pregnant wife to the hospital when her water breaks, in a brand new city? Think of all the missing children you see on the news. Some of those cases were solved simply by tracking down the missing subject using the G.P.S. on their cell phone. It provides quick and easy directions into or out of anywhere in the world, which is why so many people use it today.

[http://www.phy.syr.edu/courses/
PHY312.03Spring/GPS/GPS.html](http://www.phy.syr.edu/courses/PHY312.03Spring/GPS/GPS.html)

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The G.P.S. helps with both the military and civil needs. Army planes and military bases need time and place information 24/7 to keep track of many things such as all of their troop's locations. Able to tell location anywhere above the earth within about 300 feet, The G.P.S. is definitely one of the most important technologies for the people in crucial positions in the military.



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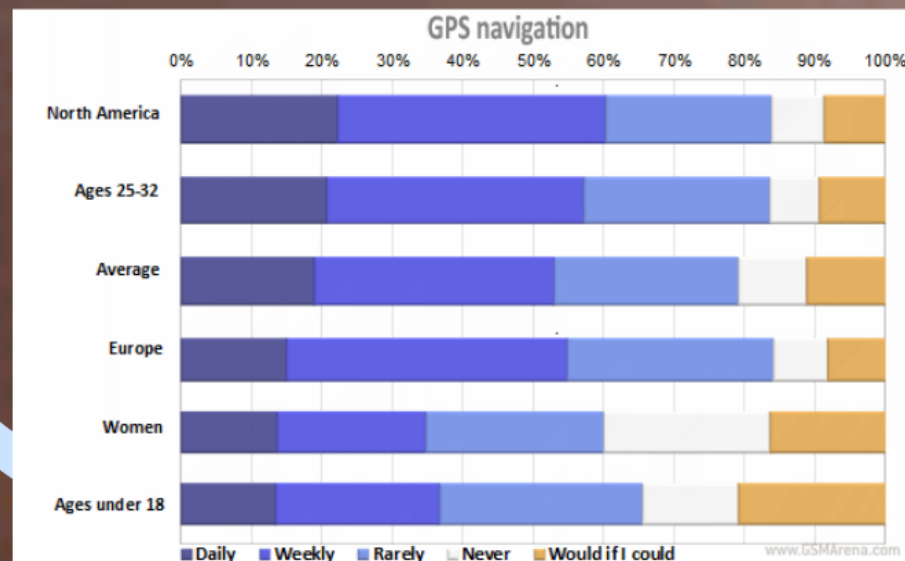
The Global Positioning System impacts our lives and the world because you can basically find it in all cell phones these days, computers/laptops, airports, military bases, and much, much more. Even wrist watches can now have a built in GPS. Everywhere you look, something in your view probably has had something to do with a G.P.S. either in manufacturing the product or just everyday use of it.

<http://www.gps.gov/applications/>

Data, etc.

The population of G.P.S. users has increased dramatically since it was invented in 1995. As you can see below, in a documented survey, almost 50% of the people interviewed in total use a G.P.S. daily or weekly.

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In Conclusion, I believe that the Global Positioning System is the most important modern invention because, as seen in the provided information, they are used often, everywhere and by many people.



Thanks for listening!