

Finding Petroleum
London Conference
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Web 1-2-3 for Petroleum

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blog.zolnai.ca

WHO

Web 1.0

- Static websites
- One-way delivery mechanisms
- On-line communities

CICLOPS
CASSINI IMAGING
CENTRAL LABORATORY FOR OPERATIONS

HOME SEARCH ISS SCIENCE TEAM NEWSROOM IMAGING DIARY

▶ HOME
• SEARCH
• ISS
▶ SCIENCE
• TEAM
▶ NEWSROOM
▶ IMAGING DIARY
▶ ARTROOM
▶ THEATRE
▶ MAPS

▶ HOME
• SEARCH
• ISS
▶ SCIENCE
• TEAM
▶ NEWSROOM
▶ IMAGING DIARY
▶ Cassini
▶ Voyager
▶ Galileo
• New Horizons
▶ ARTROOM

Sep 21, 2009: *A Rare Celestial Spectacle*
of Saturn's August 2009 equinox have

IMAGING DIARY

Alliance Member Comments

garyobrien (Sep 21, 2009 at 8:57 PM):
I'm speechless.
There is beauty everywhere in the universe. from the bridge of Spaceship Cassini, and to our attention.
I will revisit Sector 6 often!
Gary O'Brien
Photographer
Charlotte, NC
<http://garyobrien.com>

Red_dragon (Sep 21, 2009 at 5:37 PM):

Web 2.0

- Dynamic blogs
- Social networks
- Communities of interest of practice



A screenshot of the 'Finding Petroleum' website interface. The top section features the site's logo and tagline: 'Pushing the boundaries to find petroleum'. Below this is a navigation menu with options: 'Main', 'Invite', 'My Page', 'Links', 'Members', 'Photos', 'Forum', and 'Events'. A brief description reads: 'A social network for people involved in pushing the boundaries to find petroleum - including geoscientists, ...'. A 'Latest Activity' section shows a user profile picture and the text 'Mary McIntyre left a comment'. Below the main navigation is a secondary menu: 'Main', 'Invite', 'My Page', 'Links', 'Members', 'Photos', 'Forum', 'Events', and 'Groups'. The main content area is titled 'All Blog Posts (28)' and includes sub-links for 'All Blog Posts', 'My Blog', and 'Edit Blog Posts'. A list of blog posts is visible, with the first one titled 'Safety Eng...' and the second 'Technolog Field!'. To the right, there is a section titled 'All Groups (23)' with sub-links for 'All Groups' and 'My Groups'. It lists two groups: 'Asset management and maintenance' (8 members, latest activity Sep 16) and 'automation / safety' (5 members, latest activity Jul 15).

Web 3.0

- All of the above
- RSS feeds and twitter reach other people
- Interactive communities with feedback and measurable following

The image shows a composite of digital content. At the top is a dark header for a blog by Andrew Zolnai, titled 'ANDREW ZOLNAI' and subtitled 'A BLOG ON GIS AND THE WEB IN PETROLEUM'. Below this is a date 'WEDNESDAY, 23 DECEMBER 2009' and a post title '2D or not 2D, that is the question'. To the right of the post title, a snippet of text reads: '... saw it in 2D. We ... ow technologies ... ologies will ... and smaller from ...'. Below the blog header is a screenshot of a Twitter interface. The top bar says 'TweetDeck' and 'TweetDeck v0.31.1'. The main content area is titled 'All Friends' and shows a list of tweets. The first tweet is from 'cageyjames' about 'Pier 39'. The second is a retweet from '@smallbiztrends'. The third is from 'azolnai' mentioning 'NYTimes: A Stunt Cyclist'. The bottom of the Twitter screenshot shows a tweet from 'MarketingChef'. On the right side of the Twitter screenshot is a yellow profile card for 'azolnai', showing '308 tweets', '59 following', '55 followers', and '7 listed'. Below the profile card is a 'List-or-ious' link and a 'Home' section with '@azolnai' and 'Direct Messages 83'. The background of the right side of the image shows a blurred outdoor scene with a body of water and trees.

WHAT

Tim O'Reilly on Web 2.0

1. *Embrace open standards*
2. *Make it simple*
3. *Design for cooperation*
4. *Learn from users*
5. *Lower the barrier to experimentation*
6. *Make it a culture of measurement*
7. *Open the doors to partners*



GeoVation Award submission

1. EPSG, OGC, and PPDM as standards
2. Web front-end for entire workflows
3. Intranet and links to extranets
4. Extend into document mgmnt.
5. Technology *under the hood*
6. Organised and served with simple and affordable tools
7. Implementation partners



Industry standards

- PPDM
 - Petroleum schemas
- Energistics
 - XML schemas
- OGC
 - Web Mapping Services
- EPSG
 - Projection parameters

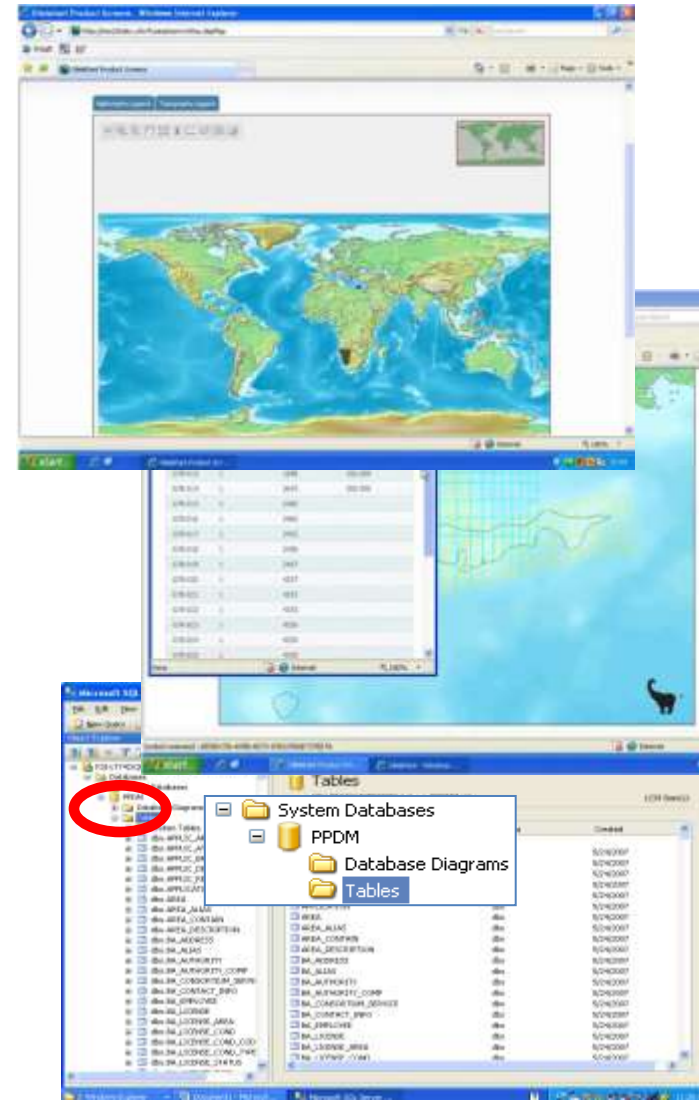
The screenshot shows the top portion of the PPDM website. At the top left is the PPDM logo, a stylized flame in a blue circle, with the text "PPDM" below it. To the right of the logo is the tagline "The Business Driven Standard". Below the logo and tagline is a navigation menu with buttons for "Home", "About", "Events", and "S". Below the navigation menu is a search bar with "A-" and "A+" buttons. Below the search bar is a login status bar that says "Logged in as azolnai. Log out." Below the login status bar is a sidebar with a home icon and the text "Home page", "About PPDM", and "Events". To the right of the sidebar is a large banner for "energistics" with the tagline "The Energy Standards Resource Centre". Below the banner are buttons for "Home" and "About Energistics".

The screenshot shows the top portion of the OGC website. At the top left is the OGC logo, the text "OGC®", and "Open Geospatial Consortium, Inc." below it. To the right of the logo is the tagline "Making location count". Below the logo and tagline is a navigation menu with buttons for "Standards", "OGP", and "About". Below the navigation menu is a sidebar with a dropdown menu for "Standards" that lists "OpenGIS® Standards" with sub-items: "Catalogue Service", "CityGML", "Coordinate Transformations", "Filter Encoding", "Geographic Objects", "Geography Markup Language", "Geospatial eXtensible Access Control Markup Language (GeoXACML)", and "Geospatial eXtensible Access Control Markup Language (GeoXACML)". To the right of the sidebar is a large banner for "OGP" with the tagline "International Association of Oil & Gas Producers". Below the banner is the text "A global organisation for a global industry". Below the banner is a collage of images showing people working in an office and a globe.

WHERE

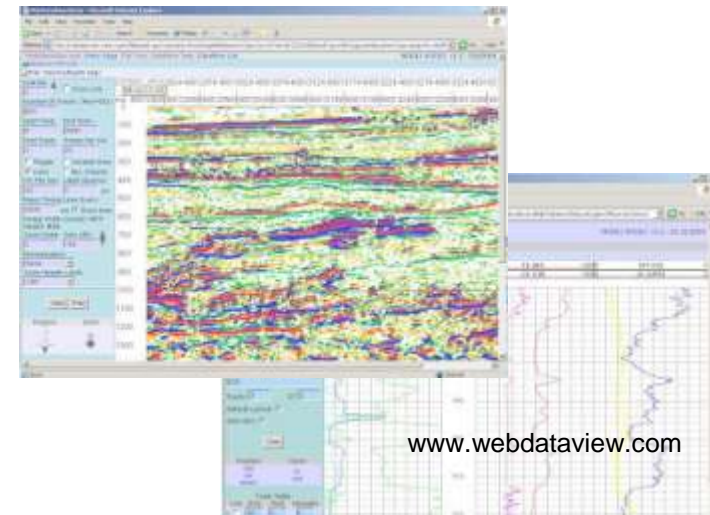
User needs

- Keep workflows location-based
- Augment rather than replace processes
- Subsumed technology to the process
- *Let everything stay under the hood*



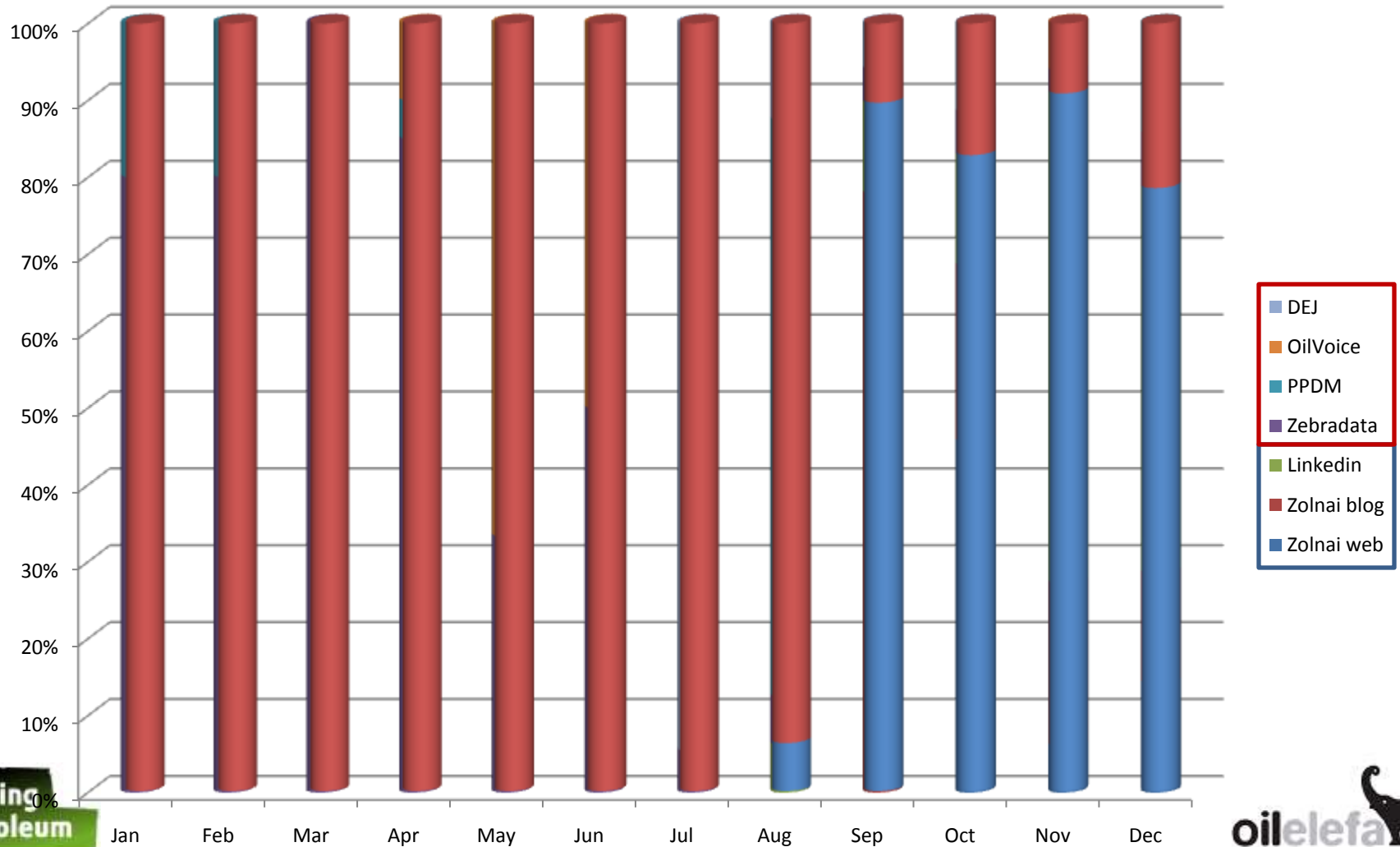
User links

- Internal intelligence
 - info, asset teams
- Joint intelligence
 - farm-ins, joint ventures
- Public data
 - agencies, permit rounds
- Exchanged data
 - vendors, data rooms
- Communities of interest



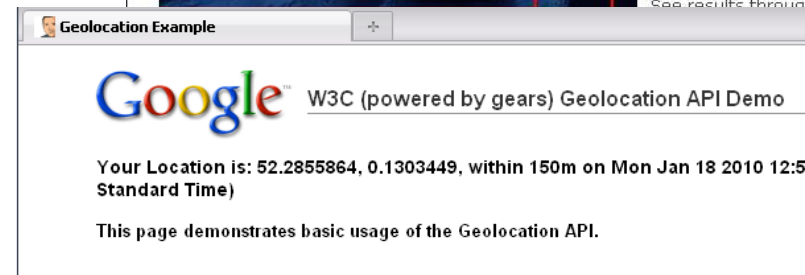
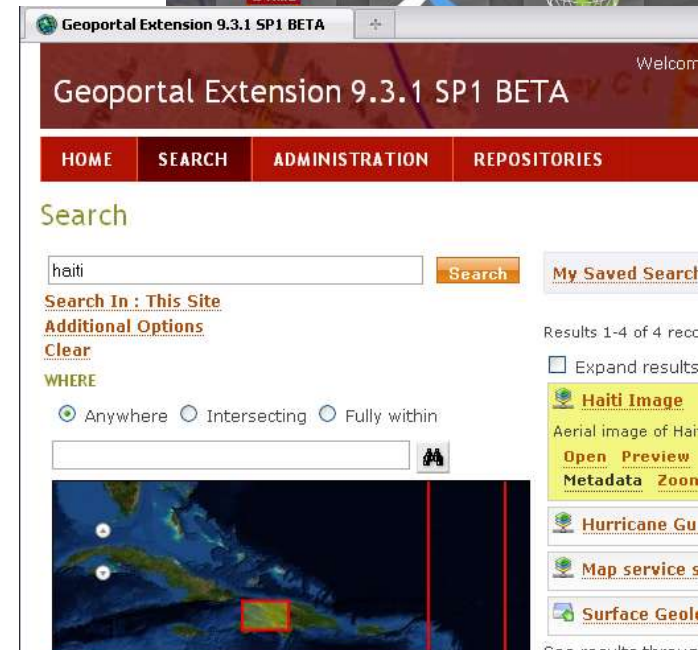
WHEN

2009 INM web traffic



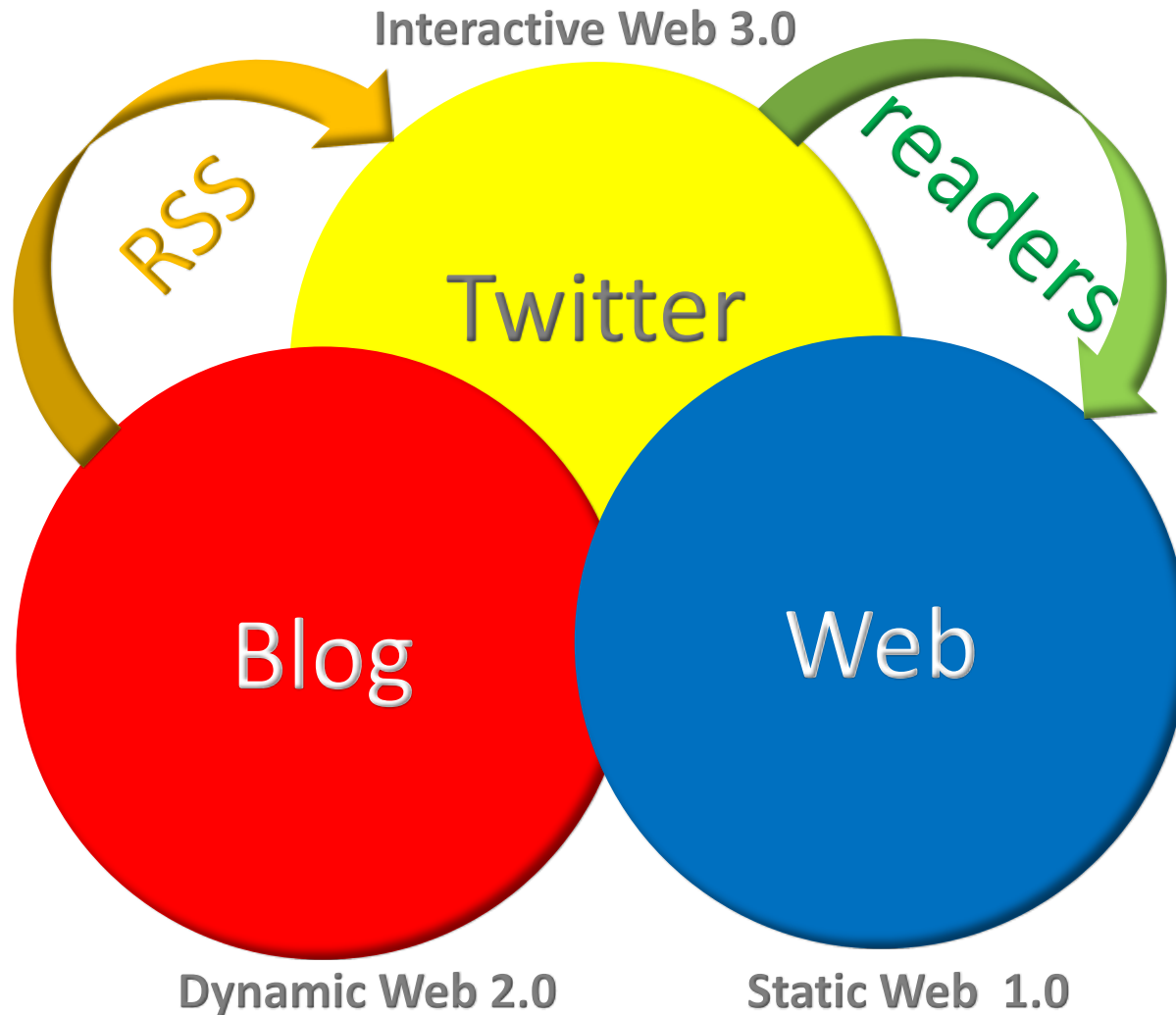
When there is...

- Feedback loop
 - societal web
- Metadata framework
 - semantic web
- Enhanced protocol
 - geolocation tags

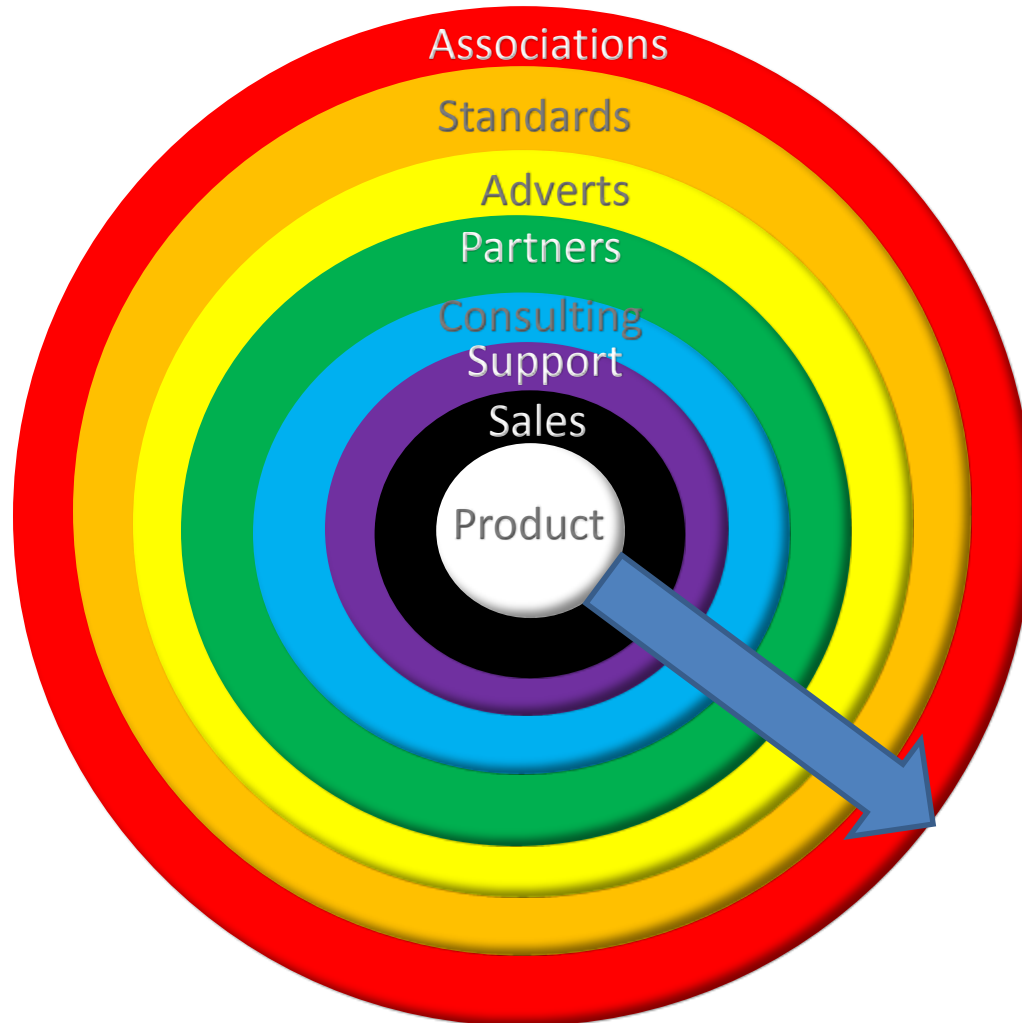


HOW

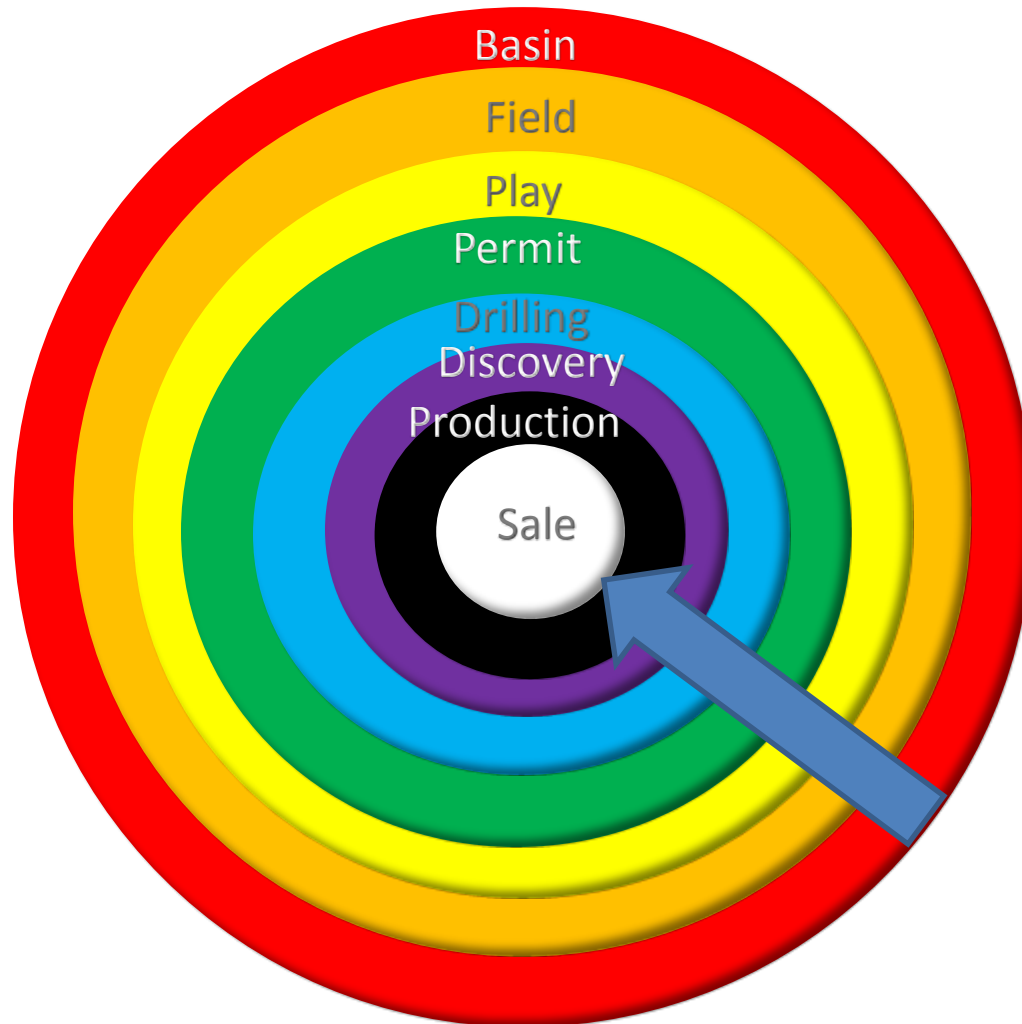
Link Communities and Processes



Link Communities and Processes



Link Communities and Processes



Thank you

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