



## Reimagining technology

# GPS (SatNav)

Positioning technology available on smartphones. Typically used for mapping applications

But can also trigger media according to the user's location

The Global Positioning System (GPS) is a space-based satellite navigation system that provides location and time information

**What are your 'unreasonable' expectations?!**



**CULTURE SHIFT NAIROBI**

A creative sprint on the digital moving image

**BRITISH  
COUNCIL**