

Introducing Custom Mapping With Mapbox

Justin Miller • Mapbox USA

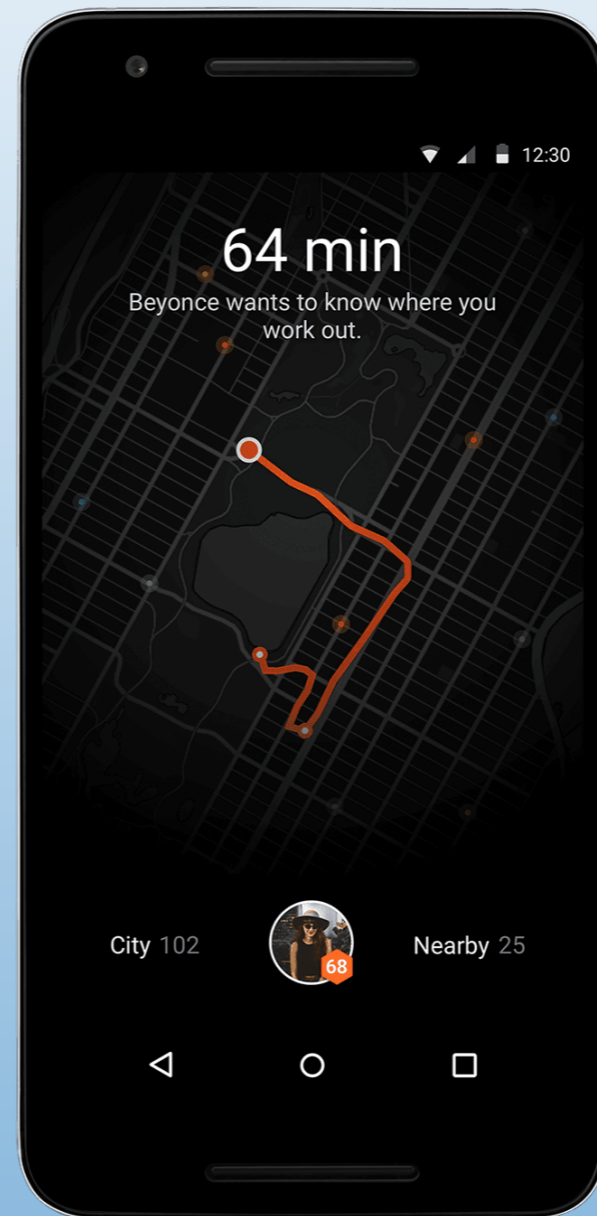


Totally custom
maps in mobile
apps & websites

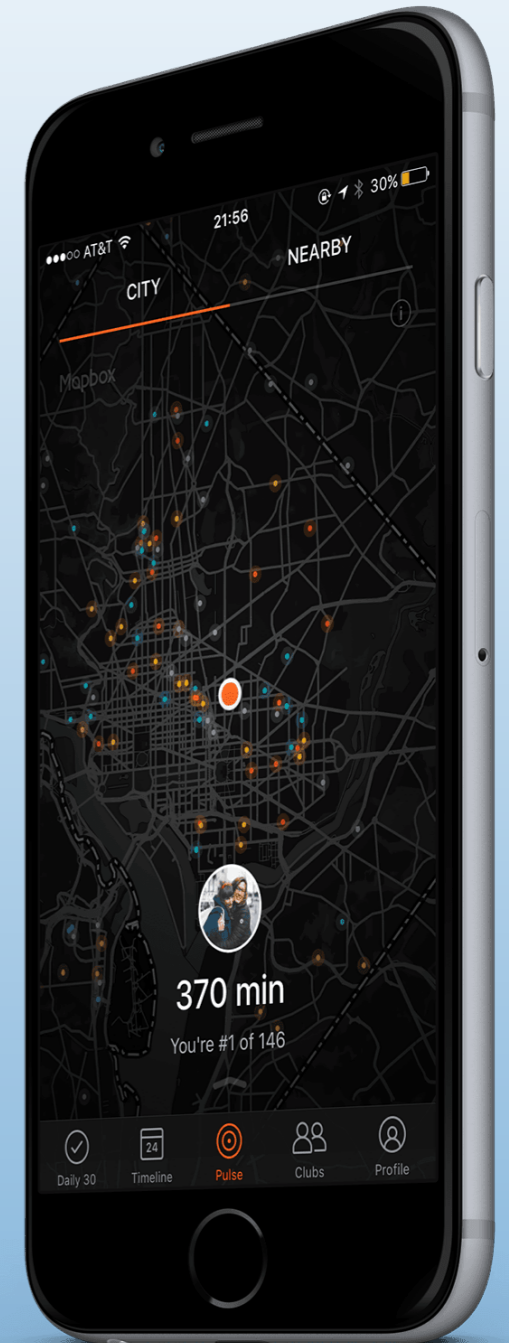


Mapbox is for developers & designers

Android

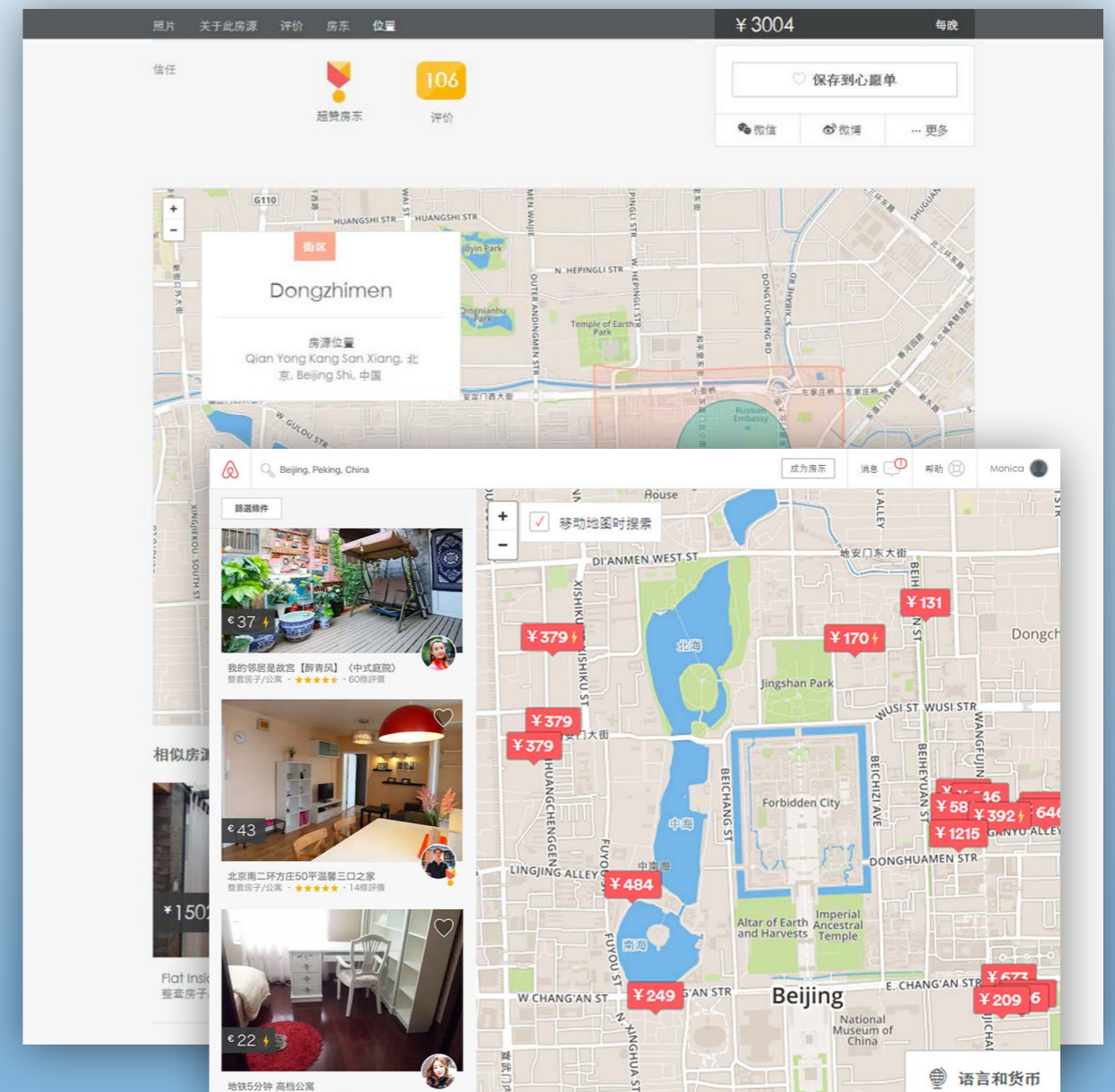


iOS



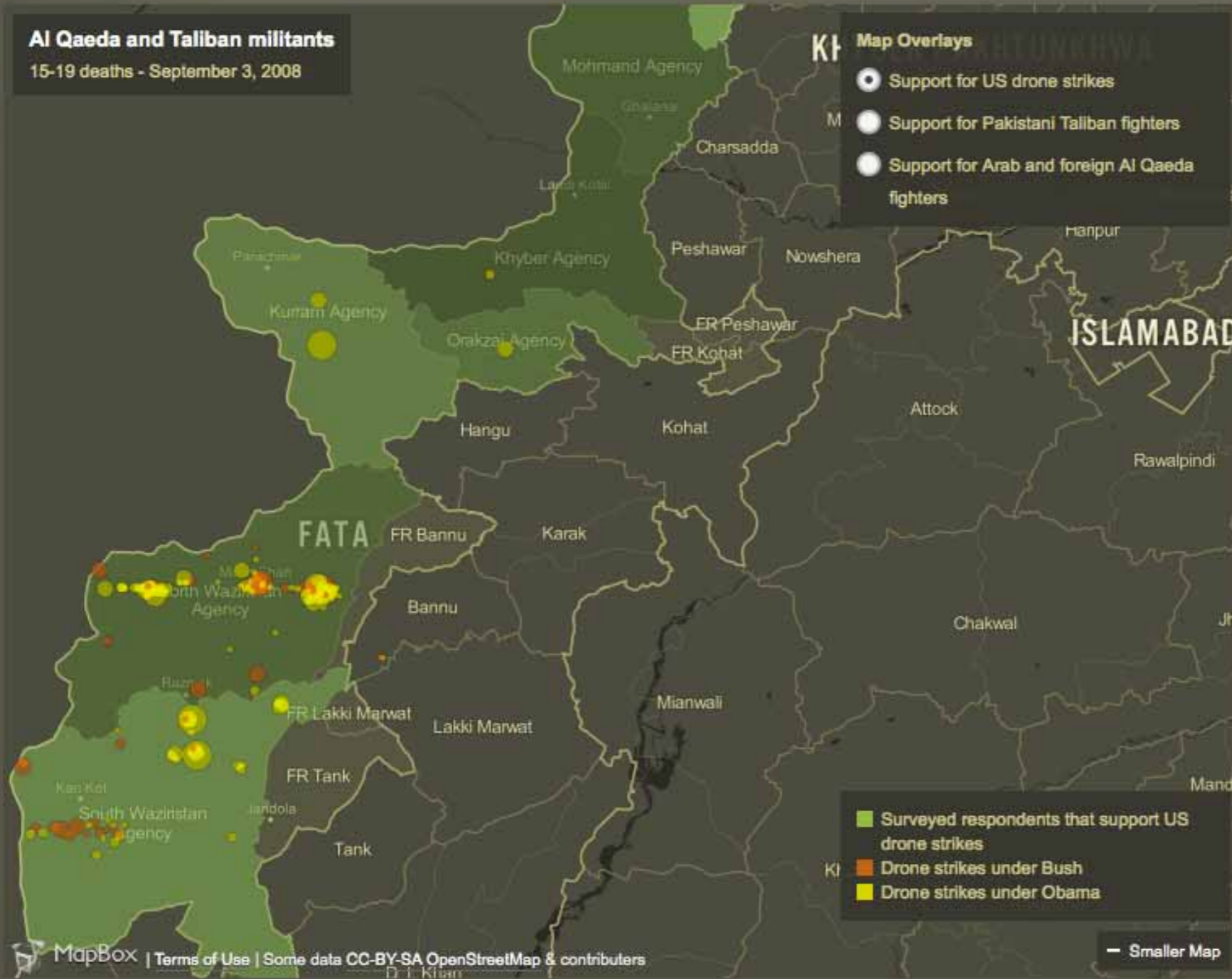
Why maps?

- Checkin & social apps
- News, analysis, data visualization
- Logistics & customers intelligence
- Auto driving & directions routing



Custom maps?

Al Qaeda and Taliban militants
15-19 deaths - September 3, 2008



FATA

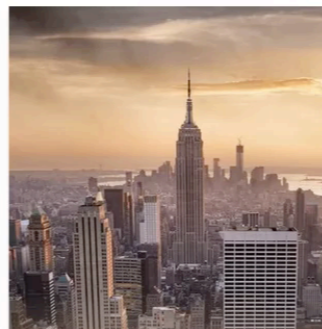
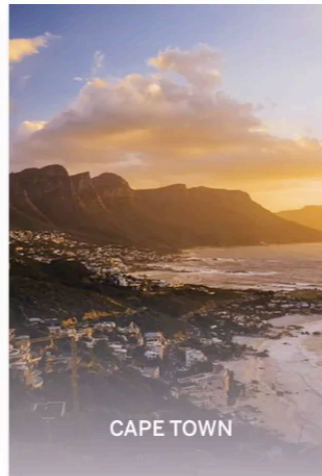
INSIDE PAKISTAN'S TRIBAL REGIONS

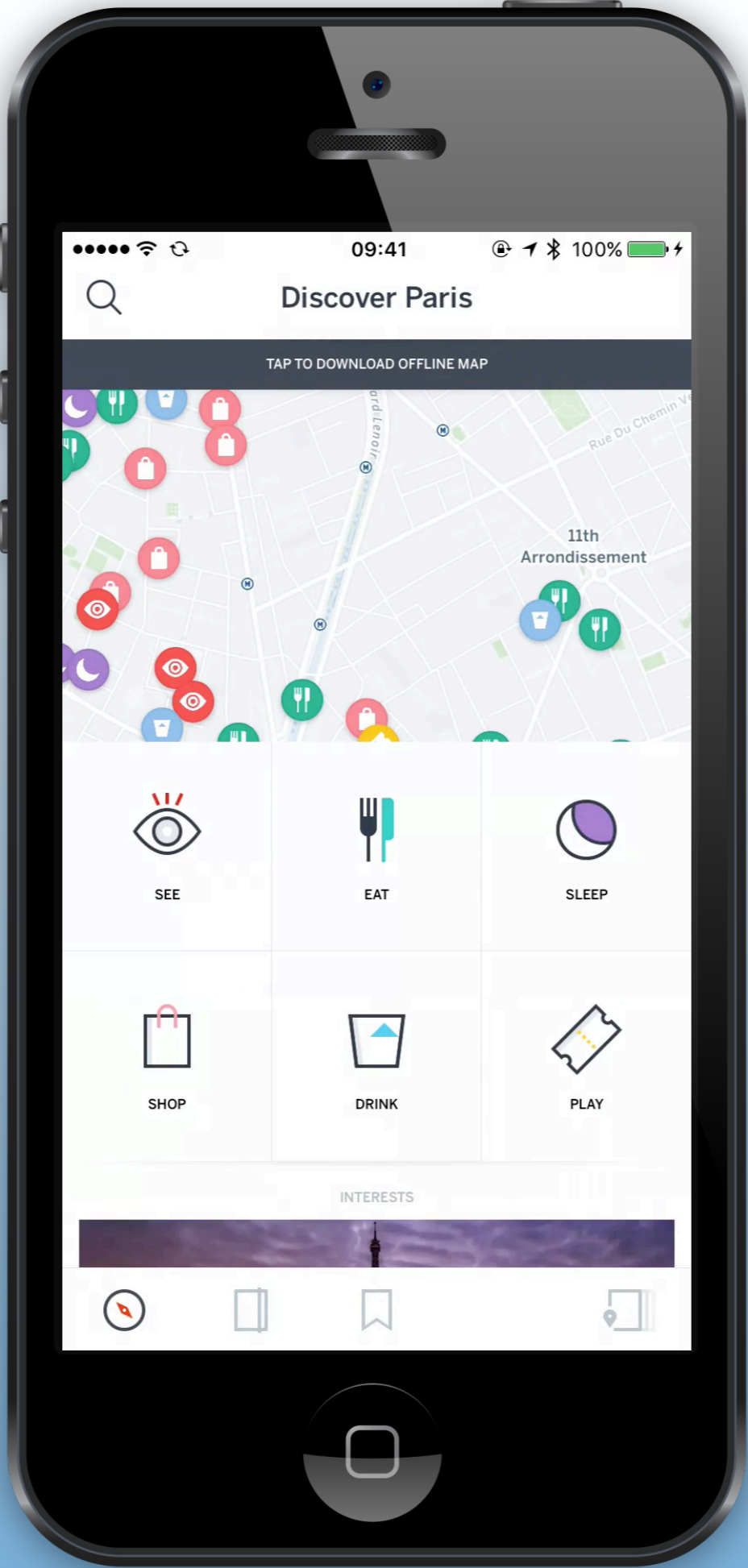
Data and in-depth analysis from all seven tribal agencies of FATA-pakistan

[+ ABOUT](#)



My City Guides



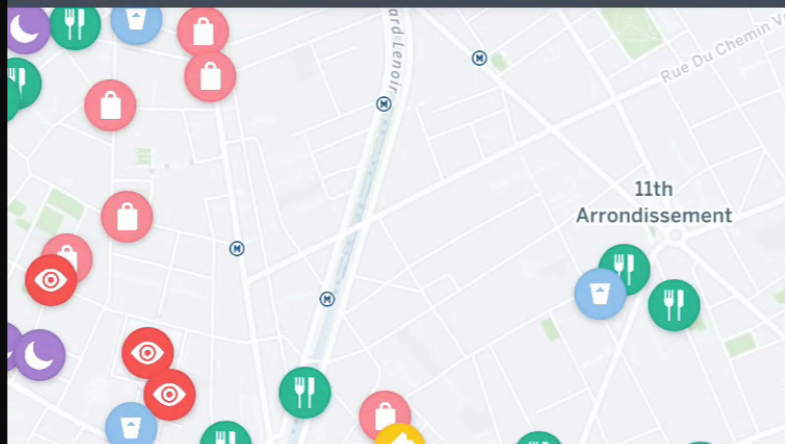


09:41 100%



Discover Paris

TAP TO DOWNLOAD OFFLINE MAP



SEE



EAT



SLEEP



SHOP



DRINK

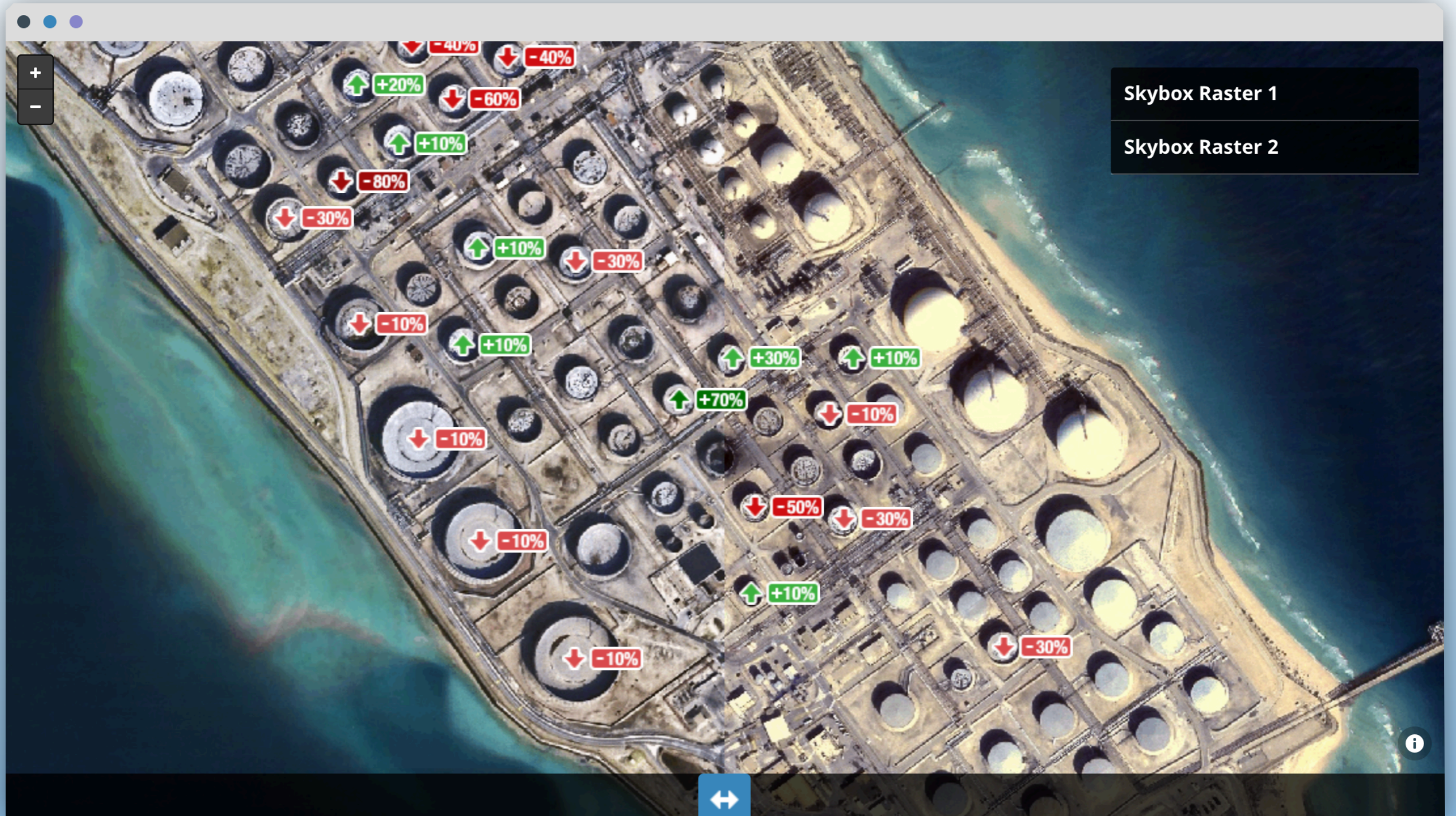


PLAY

INTERESTS







Skybox Raster 1

Skybox Raster 2



Asset tracking

ATC Tanker, Port of Long Beach,
California

December 31, 2012 - February 12, 2013

START



December 28, 2012

5:04:04am

A very large crude carrier (VLCC) operated by **Alaska Tanker Company (ATC)** unloads at the Port of Long Beach.

Created in 1999 to consolidate BP's Alaskan crude oil shipping under one operating company, ATC is owned by Keystone Shipping Company (37.5%), OSG Ship Management (37.5%) and BP Oil Shipping Company USA (25%). Four ATC tankers serve the west coast of the United States and one can be seen at the Port of Long Beach in every near-weekly image collected this year.

[TOGGLE FOCUS](#)

[NEXT](#)



San Francisco

Residents: 680

DENSITY:
3624 per km²

AVERAGE RENT/UNIT:
\$3,900

ENERGY CONSUMPTION:
11,085 kWh/customer

Telemetry

- We constantly improve info like construction, turn restrictions, and traffic
- We collect this anonymously from mobile clients
- 150,000,000 km of road data every day

Company Info

Eric Gundersen
CEO

Young Hahn
Geocoding, Satellite

Bonnie Bogle
Operations, Growth

Alex Barth
Business, China

Will White
Platform, Directions

Ian Ward
Platform, Security

Nikhil Prabhakar
Data

Xinnong Yang
China

Penny Miccolis
Contemplating the meaning

Moritz Kobitzsch
Directions

Maning Sambale
Data

Laurier Rochon
Platform, Telemetry

Luis Alanya Ortega
Data

Eliane Joyo
Meneses
Data

- 200 employees in over a dozen countries

- 50,000 enterprise customers

- Newly expanding in the China market

Galia Eyzaguirre
Luque
Data

Eric Fischer
Tippecanoe, Data viz,
Telemetry

Ryan Baumann
Business, Support

Jeff Miccolis
Platform, Security

Michael Krasnyk
Directions

Gokul Ganesan
Data

Kajari Ghosh
Studio

Emily DuBois
Cartography, Platform,
Internal tools

Srividya Bharadwaj
Data

Tim Channell
Telemetry

Edith Quispe
Data, Operations

Sivaram
Ramachandran
Data, Operations

John Firebaugh
GL JS, GL native, Mobile





FOURSQUARE

STRAVA™

GitHub



Pinterest



Deloitte.



Instacart



Qlik



DigitalGlobe™

FINANCIAL TIMES



Roadtrippers

metromile



theguardian



Etsy

The Washington Post

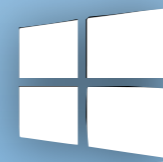


DIE ZEIT



Products

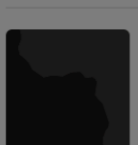
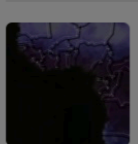
- Mapbox Studio - customize everything in your map
- Mobile SDKs - your maps in iOS & Android apps
- Built on portable “Mapbox GL Core” — OpenGL/C++
- Mapbox GL JS - your maps on the web with WebGL



Style

Search style

49 styles



Wellington

gr...

De...

San...

St...

Saved 8 days ago, published on Nov 14

Dark

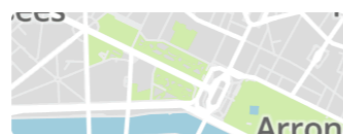
Published 16 days ago

Water Bodies-copy-copy

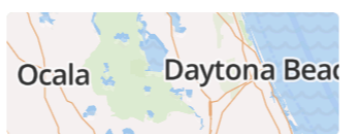
Published 22 days ago

New Style Pick a template Upload a style

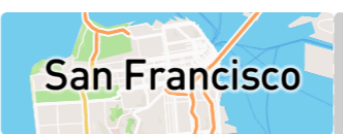
Style Name




Basic
Simple and flexible starting template.
❖ Streets



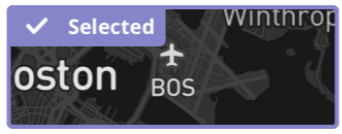
Bright
Template for complex custom basemaps.
❖ Streets



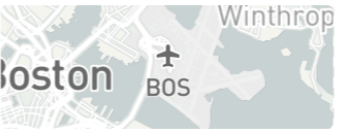
Streets
A complete basemap, perfect for incorporating your own data.
❖ Streets, Terrain



Outdoors
General basemap tailored to hiking, biking, and sport.



Dark
Subtle dark backdrop for data visualizations.



Light
Subtle light backdrop for data visualizations.

[Create](#)

How styles work

Design: Click [New style](#) to customize a template style, upload your own stylesheet, or design from scratch with an Empty style.

Develop: Pick a ready-to-use Mapbox style or use a custom style designed with Studio. Click [Share, develop & use](#) for a custom style to obtain its style URL and an access token.

Classic styles and Editor projects

Looking for your Mapbox Studio Classic styles and Mapbox Editor projects? You can still access them as part of Mapbox Classic:

[View classic styles](#)

WeWork Sh... Publish

+ New layer

- Country labels 3 layers
- State labels 3 layers
- Marine labels 6 layers
- City labels 5 layers
 - place-island
 - place-town
 - place-village
 - place-hamlet
 - place-suburb
 - place-neighbourhood
 - place-islet-archipelago-aboriginal
 - airport-label
- POI labels (scalerank 1) 2 layers
 - place-residential
- Water labels 2 layers
 - rail-label
- POI labels (scalerank 2) 2 layers
- Highway shields 3 layers
- Road labels 3 layers
- POI labels (scalerank 3) 2 layers
- POI labels (scalerank 4) 3 layers
 - waterway-label
 - houenum-label
- Admin boundaries 5 layers
 - aerialway
- Bridges 40 layers
- Roads 40 layers

Properties



0.9 0.000, 0.000

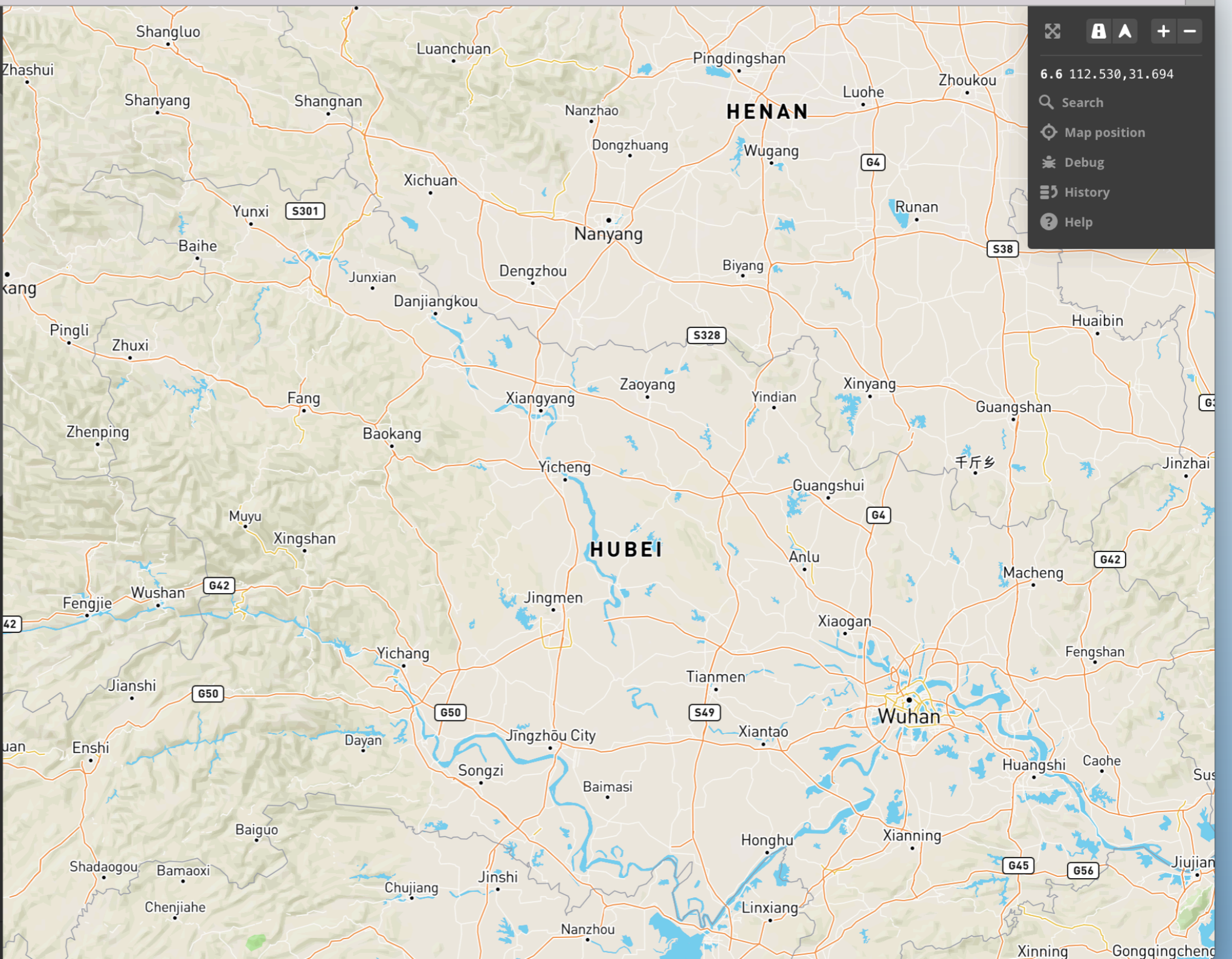
- Search
- Map position
- Debug
- History
- Help

WeWork Sh... Publish

+ New Layer

- Country labels 3 layers
- State labels 3 layers
- Marine labels 6 layers
- City labels 5 layers
- place-island
- place-town
- place-village
- place-hamlet
- place-suburb
- place-neighbourhood
- place-islet-archipelago-aboriginal
- airport-label
- POI labels (scalerank 1) 2 layers
- place-residential
- Water labels 2 layers
- rail-label
- POI labels (scalerank 2) 2 layers
- Highway shields 3 layers
- Road labels 3 layers
- POI labels (scalerank 3) 2 layers
- POI labels (scalerank 4) 3 layers
- waterway-label
- houseum-label
- Admin boundaries 5 layers
- aerialway
- Bridges 40 layers
- POI labels (scalerank 5) 2 layers

Properties



6.6 112.530, 31.694

Search

Map position

Debug

History

Help

WeWork Sh...

Publish

+ New layer

- Country labels 3 layers
- State labels 3 layers
- Marine labels 6 layers
- City labels 5 layers
 - place-islands
 - place-town
 - place-village
 - place-hamlet
 - place-suburb
 - place-neighbourhood
 - place-islets-archipelago-aboriginal
 - airport-label
- POI labels (scalerank 1) 2 layers
- Water labels 1 layer
- POI labels (scalerank 2) 2 layers
- Road labels 3 layers
- POI labels (scalerank 3) 2 layers
- waterway-label
- Admin boundaries 5 layers
- Bridges 34 layers
- Roads 27 layers
- Tunnels 24 layers
- building
- Aeroways 3 layers
- barrier_line-land-line
- barrier_line-land-polygon

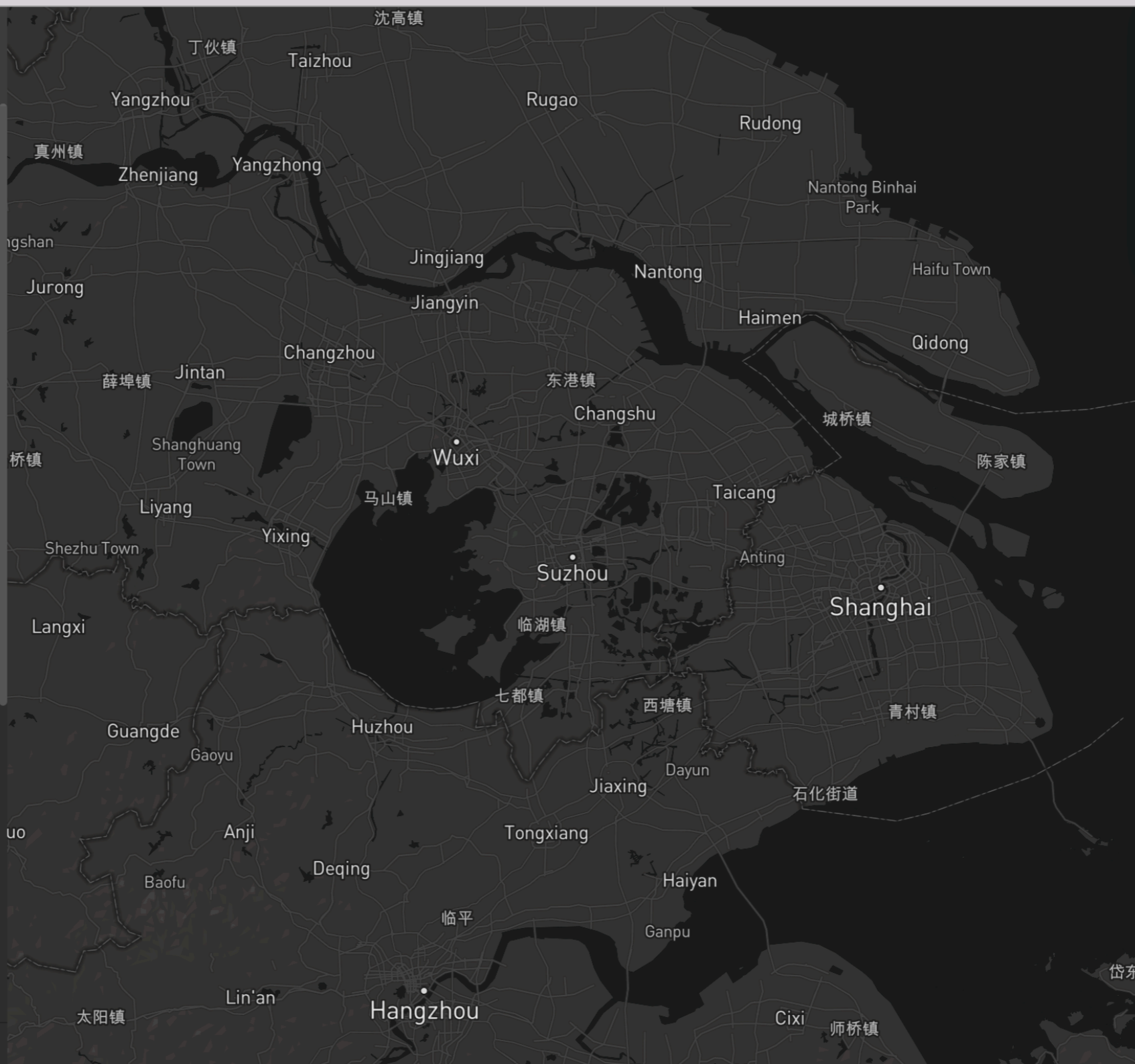
Properties



0.6 0.000, 0.000

- Search
- Map position
- Debug
- History
- Help

- Wework Sh... Publish
- + New Layer
- Country labels 3 layers
 - State labels 3 layers
 - Marine labels 6 layers
 - City labels 5 layers
 - place-islands
 - place-town
 - place-village
 - place-hamlet
 - place-suburb
 - place-neighbourhood
 - place-islets-archipelago-aboriginal
 - airport-label
 - POI labels (scalerank 1) 2 layers
 - Water labels 1 layer
 - POI labels (scalerank 2) 2 layers
 - Road labels 3 layers
 - POI labels (scalerank 3) 2 layers
 - waterway-label
 - Admin boundaries 5 layers
 - Bridges 34 layers
 - Roads 27 layers
 - Tunnels 24 layers
 - building
 - Aeroways 3 layers
 - barrier_line-land-line
 - barrier_line-land-polygon
- Properties



7.5 120.922,31.350

Search

Map position

Debug

History

Help

- WorK Sh... Publish
- + New layer
- country labels 3 layers
 - state labels 3 layers
 - marine labels 6 layers
 - City labels 5 layers
 - place-islands
 - place-town
 - place-village
 - place-hamlet
 - place-suburb
 - place-neighbourhood
 - place-residential
 - place-islets
 - airport-label
 - POI labels (scalerank 1) 2 layers
 - waterlabel 2 layers
 - rail-label
 - POI labels (scalerank 2) 2 layers
 - Highway shields 3 layers
 - Road labels 4 layers
 - POI labels (scalerank 3) 2 layers
 - POI labels (scalerank 4) 3 layers
 - waterway-label
 - Admin bounds 6 layers
 - aerialway-white
 - aerialway-grey
 - piste-white
- Properties



0.6 0.000, 0.000

Search

Map position

Debug

History

Help

WeWork Sh... Publish

+ New layer

- country labels 3 layers
- state labels 3 layers
- marine labels 6 layers
- City labels 5 layers
- place-islands
- place-town
- place-village
- place-hamlet
- place-suburb
- place-neighbourhood
- place-residential
- place-islets
- airport-label
- POI labels (scalerank 1) 2 layers
- waterlabel 2 layers
- rail-label
- POI labels (scalerank 2) 2 layers
- Highway shields 3 layers
- Road labels 4 layers
- POI labels (scalerank 3) 2 layers
- POI labels (scalerank 4) 3 layers
- waterway-label
- Admin bounds 6 layers
- aerialway-white
- aerialway-grey
- piste-white
- state-boundary

Properties



6.3 120.000,30.245

Search

Map position

Debug

History

Help

WeWork Sh...

Publish

+ New layer

country labels 3 layers

state labels 3 layers

marine labels 6 layers

City labels 5 layers

place-islands

place-town

place-village

place-hamlet

place-suburb

place-neighbourhood

place-residential

place-islets

airport-label

POI labels (scalerank 1) 2 layers

waterlabel 2 layers

rail-label

POI labels (scalerank 2) 2 layers

Highway shields 3 layers

Road labels 4 layers

POI labels (scalerank 3) 2 layers

POI labels (scalerank 4) 3 layers

waterway-label

Admin bounds 6 layers

aerialway-white

aerialway-grey

piste-white

state-boundary

Properties

6.3 120.000,30.245

Search

Map position

Debug

History

Help

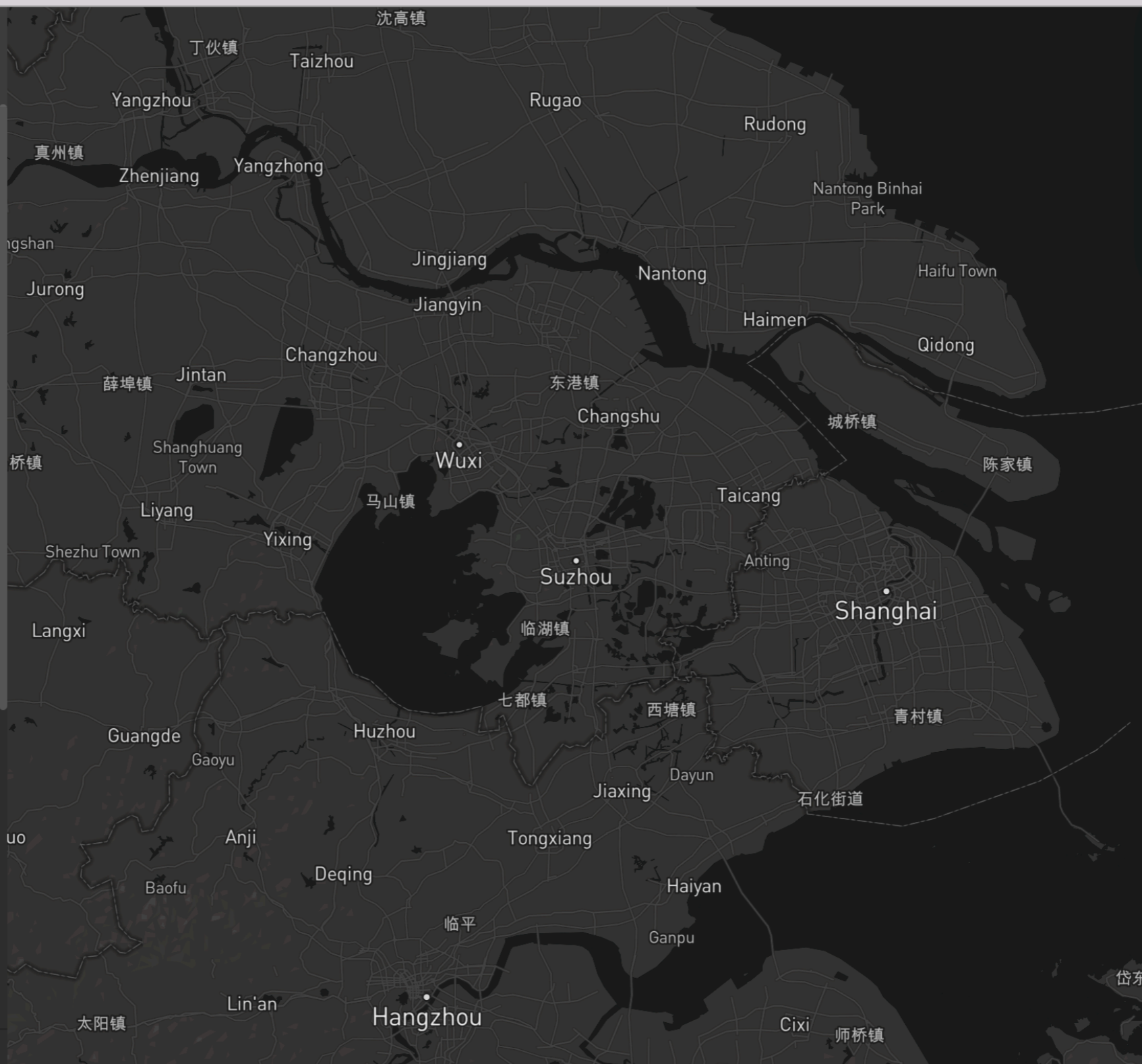
WeWork Sh...

Publish

+ New layer

- Country labels 3 layers
- State labels 3 layers
- Marine labels 6 layers
- City labels 5 layers
- place-islands
- place-town
- place-village
- place-hamlet
- place-suburb
- place-neighbourhood
- place-islets-archipelago-aboriginal
- airport-label
- POI labels (scalerank 1) 2 layers
- Water labels 1 layer
- POI labels (scalerank 2) 2 layers
- Road labels 3 layers
- POI labels (scalerank 3) 2 layers
- waterway-label
- Admin boundaries 5 layers
- Bridges 34 layers
- Roads 27 layers
- Tunnels 24 layers
- building
- Aeroways 3 layers
- barrier_line-land-line
- barrier_line-land-polygon

Properties



7.5 120.922,31.350

Search

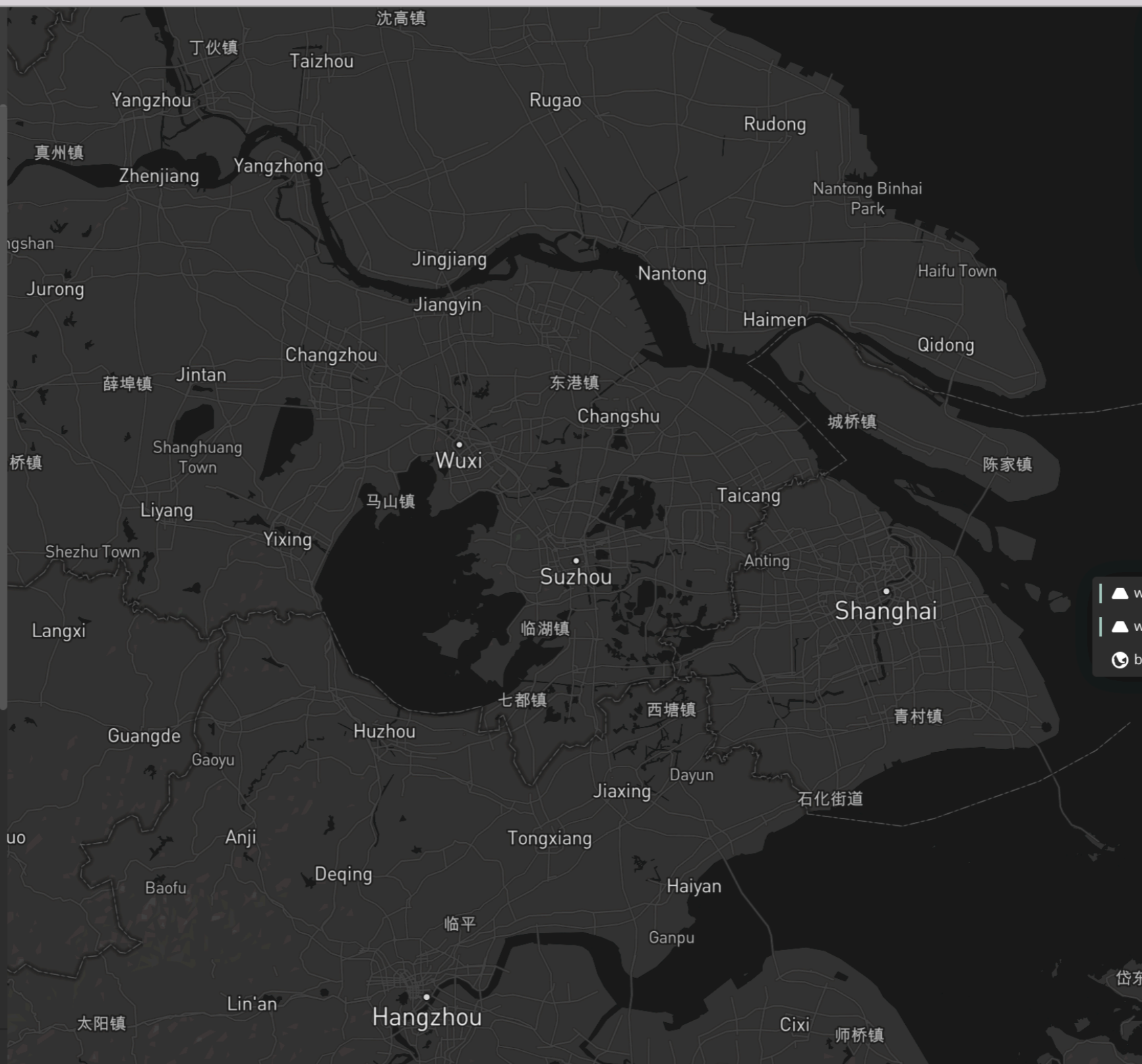
Map position

Debug

History

Help

- WeWork Sh...** Publish
- + New layer
- Country labels 3 layers
 - State labels 3 layers
 - Marine labels 6 layers
 - City labels 5 layers
 - place-islands
 - place-town
 - place-village
 - place-hamlet
 - place-suburb
 - place-neighbourhood
 - place-islets-archipelago-aboriginal
 - airport-label
 - POI labels (scalerank 1) 2 layers
 - Water labels 1 layer
 - POI labels (scalerank 2) 2 layers
 - Road labels 3 layers
 - POI labels (scalerank 3) 2 layers
 - waterway-label
 - Admin boundaries 5 layers
 - Bridges 34 layers
 - Roads 27 layers
 - Tunnels 24 layers
 - building
 - Aeroways 3 layers
 - barrier_line-land-line
 - barrier_line-land-polygon
- Properties



7.5 120.922, 31.350

Search

Map position

Debug

History

Help

- water
- water shadow
- background

- Home
- Layers
 - Country labels 3 layers
 - State labels 3 layers
 - Marine labels 6 layers
 - City labels 5 layers
 - place-islands
 - place-town
 - place-village
 - place-hamlet
 - place-suburb
 - place-neighbourhood
 - place-islets-archipelago-aboriginal
 - airport-label
 - POI labels (scalerank 1) 2 layers
 - Water labels 1 layer
 - POI labels (scalerank 2) 2 layers
 - Road labels 3 layers
 - POI labels (scalerank 3) 2 layers
 - waterway-label
 - Admin boundaries 5 layers
 - Bridges 34 layers
 - Roads 27 layers
 - Tunnels 24 layers
 - building
 - Aeroways 3 layers
 - barrier_line-land-line
 - barrier_line-land-polygon
- Properties

water

Style Select data

Basics

Color `hsl(52, 85%, 49%)`

Pattern none

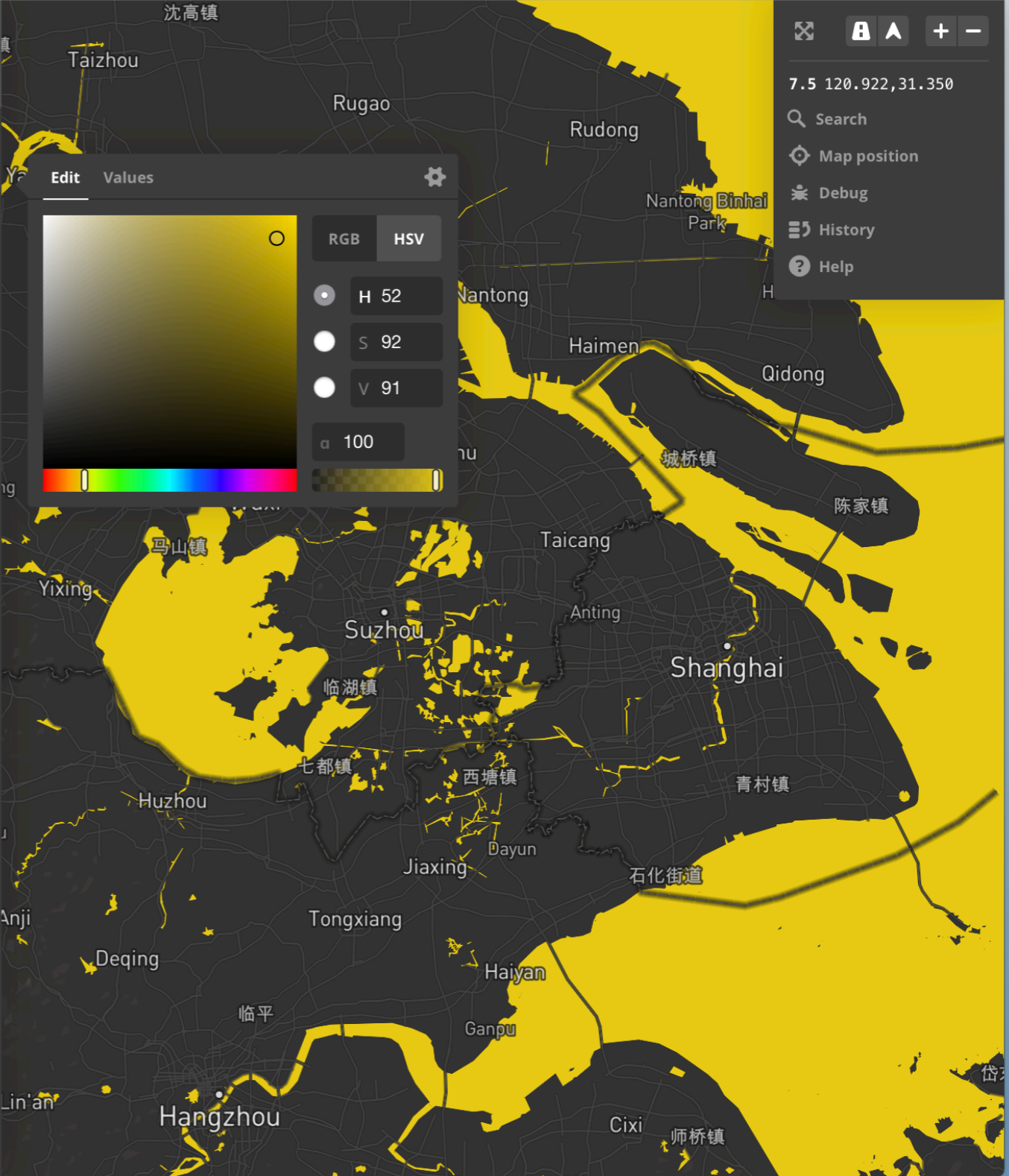
Opacity 1

Antialias

1px stroke `hsl(185, 2%, 10%)`

Translate 0 px x, 0 px y

Translate anchor



7.5 120.922, 31.350

Search

Map position

Debug

History

Help

- Home
- Layers
 - Country labels 3 layers
 - State labels 3 layers
 - Marine labels 6 layers
 - City labels 5 layers
 - place-islands
 - place-town
 - place-village
 - place-hamlet
 - place-suburb
 - place-neighbourhood
 - place-islets-archipelago-aboriginal
 - airport-label
 - POI labels (scalerank 1) 2 layers
 - Water labels 1 layer
 - POI labels (scalerank 2) 2 layers
 - Road labels 3 layers
 - POI labels (scalerank 3) 2 layers
 - waterway-label
 - Admin boundaries 5 layers
 - Bridges 34 layers
 - Roads 27 layers
 - Tunnels 24 layers
 - building
 - Aeroways 3 layers
 - barrier_line-land-line
 - barrier_line-land-polygon
- Properties

water

Style Select data

Basics

Color `hsl(353, 92%, 74%)`

Pattern none

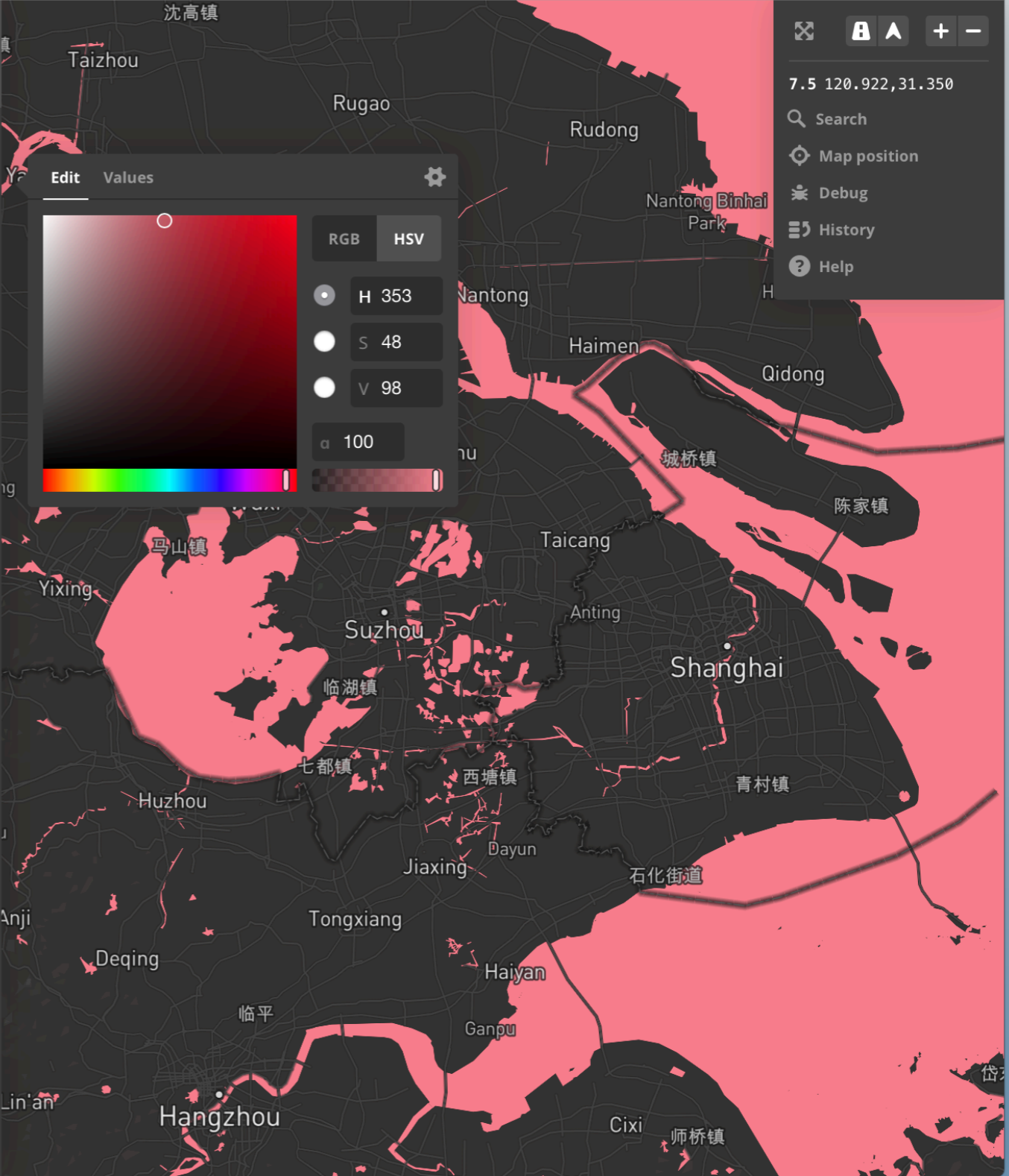
Opacity 1

Antialias

1px stroke `hsl(185, 2%, 10%)`

Translate 0 px x, 0 px y

Translate anchor

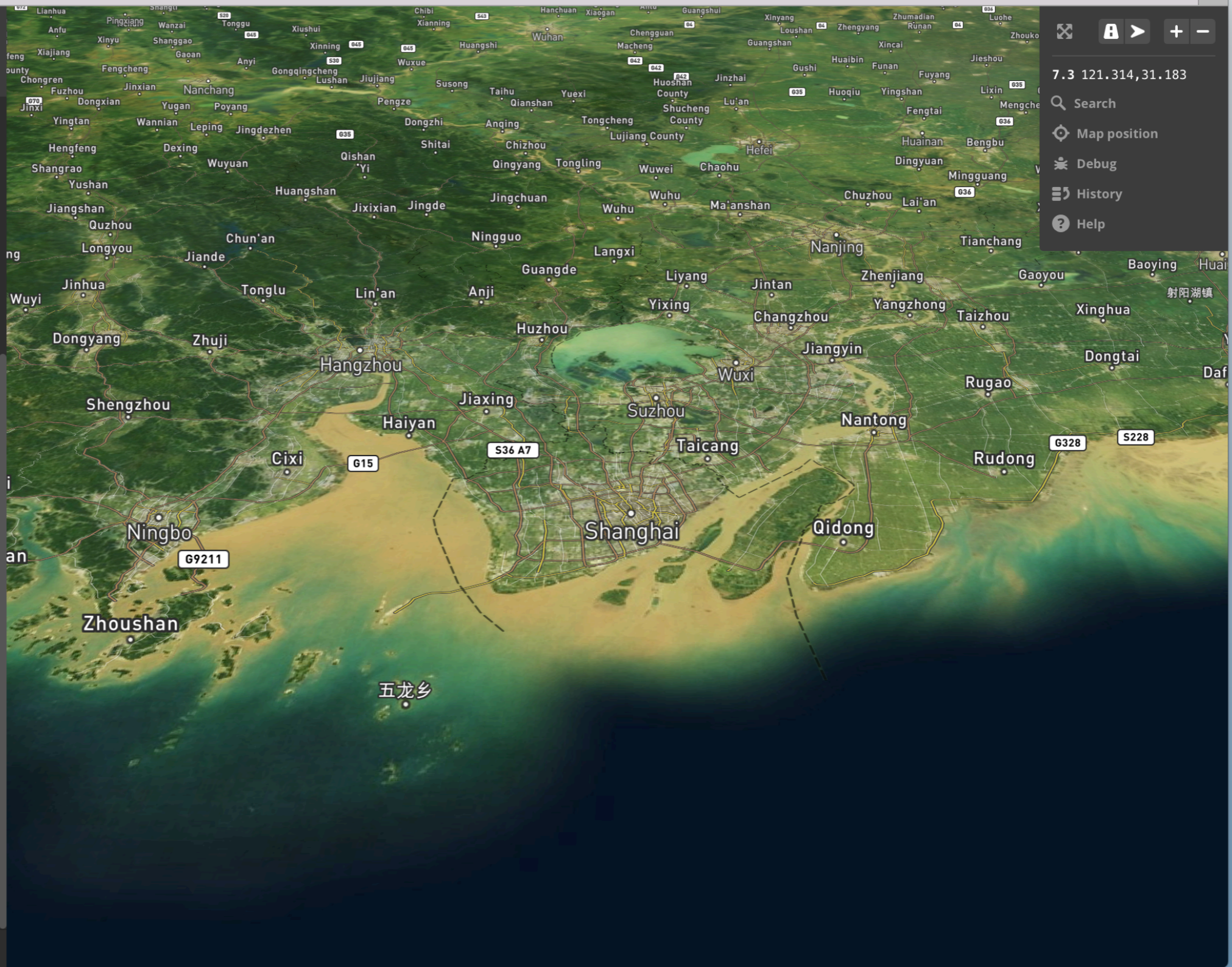


WeWork Sh... Publish

+ New layer

- airport-label
- POI labels (scalerank 1) 2 layers
- waterlabel 2 layers
- rail-label
- POI labels (scalerank 2) 2 layers
- Highway shields 3 layers
- Road labels 4 layers
- POI labels (scalerank 3) 2 layers
- POI labels (scalerank 4) 3 layers
- waterway-label
- Admin bounds 6 layers
- aerialway-white
- aerialway-grey
- piste-white
- piste-grey
- Bridges 25 layers
- Roads 20 layers
- ferry-label
- ferry, auto
- ferry
- Tunnels 22 layers
- mapbox-mapbox-satellite
- background

Properties



7.3 121.314,31.183

- Search
- Map position
- Debug
- History
- Help

- Wework Sh... Publish
- + New layer
- airport-label
- POI labels (scalerank 1) 2 layers
- waterlabel 2 layers
- rail-label
- POI labels (scalerank 2) 2 layers
- Highway shields 3 layers
- Road labels 4 layers
- POI labels (scalerank 3) 2 layers
- POI labels (scalerank 4) 3 layers
- waterway-label
- Admin bounds 6 layers
- aerialway-white
- aerialway-grey
- piste-white
- piste-grey
- Bridges 25 layers
- Roads 20 layers
- ferry-label
- ferry, auto
- ferry
- Tunnels 22 layers
- mapbox-mapbox-satellite
- background
- Properties



7.3 121.314,31.183

- Search
- Map position
- Debug
- History
- Help

WeWork Sh... Publish

+ New layer

- airport-label
- POI labels (scalerank 1) 2 layers
- waterlabel 2 layers
- rail-label
- POI labels (scalerank 2) 2 layers
- Highway shields 3 layers
- Road labels 4 layers
- POI labels (scalerank 3) 2 layers
- POI labels (scalerank 4) 3 layers
- waterway-label
- Admin bounds 6 layers
- aerialway-white
- aerialway-grey
- piste-white
- piste-grey
- Bridges 25 layers
- Roads 20 layers
- ferry-label
- ferry, auto
- ferry
- Tunnels 22 layers
- mapbox-mapbox-satellite
- background

Properties



7.3 121.314,31.183

- Search
- Map position
- Debug
- History
- Help

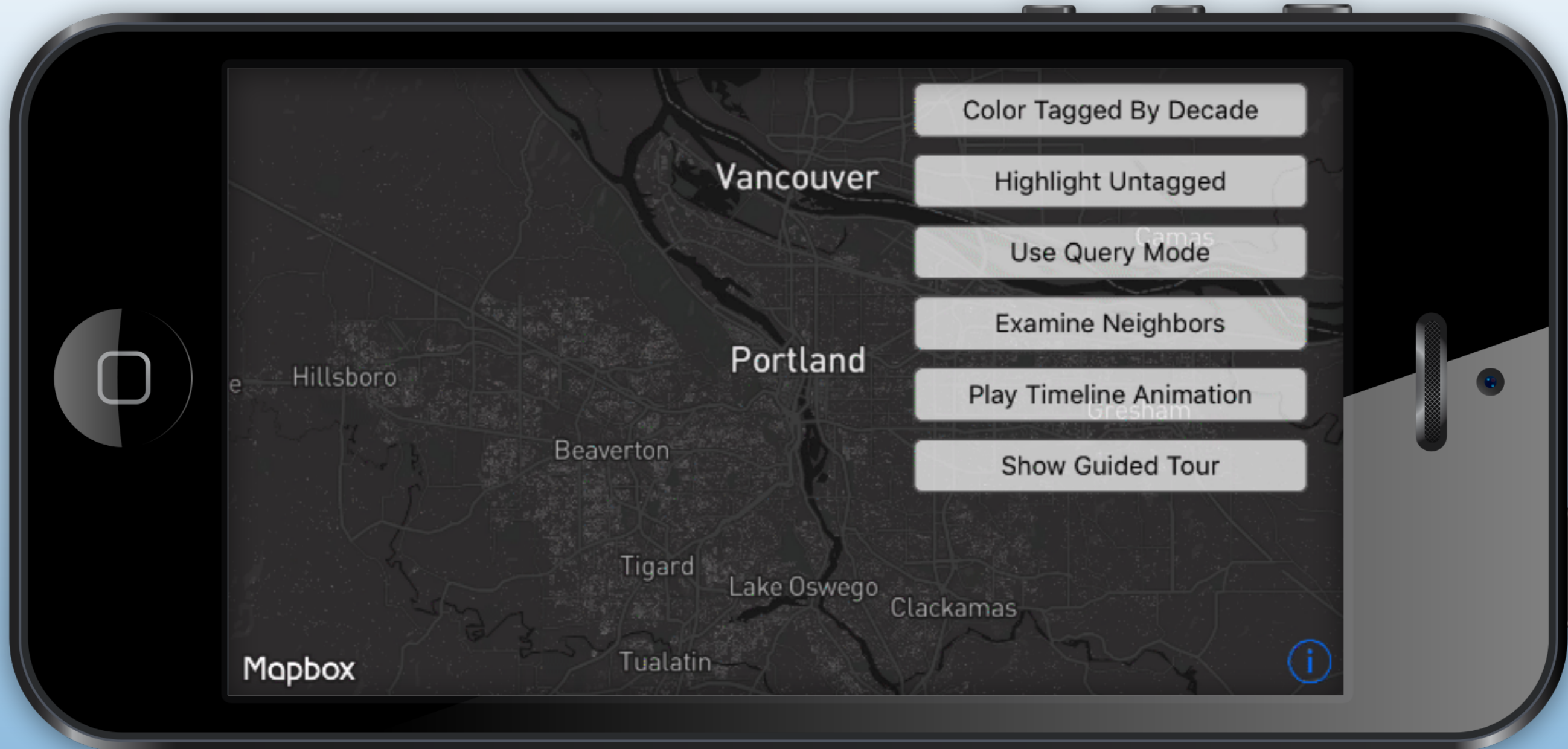
Runtime Styling

- Newest mobile feature
- Change everything about maps on the fly in code
- Will be released in the next few weeks
- Like rest of mobile SDK, it's open source









Color Tagged By Decade

Highlight Untagged

Use Query Mode

Examine Neighbors

Play Timeline Animation

Show Guided Tour

Vancouver

Portland

Hillsboro

Beaverton

Tigard

Lake Oswego

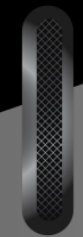
Clackamas

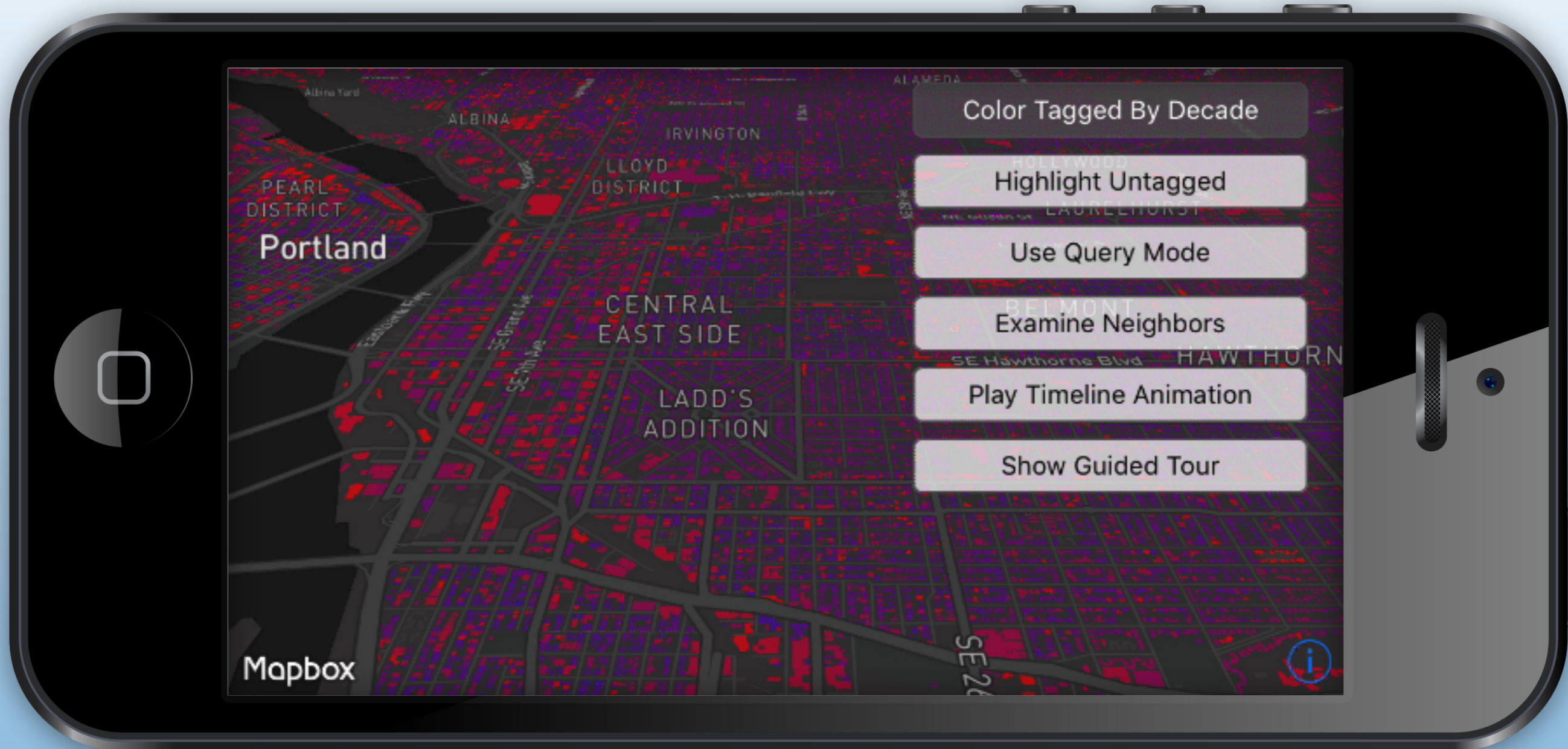
Tualatin

Camas

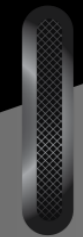
Gresham

Mapbox





- Color Tagged By Decade
- Highlight Untagged
- Use Query Mode
- Examine Neighbors
- Play Timeline Animation
- Show Guided Tour





- Color Tagged By Decade
- Highlight Untagged
- Use Query Mode
- Examine Neighbors
- Play Timeline Animation
- Show Guided Tour



1929

DISTRICT



CENTRAL EAST SIDE

Colonel Summers Park

Buckman Elementary School

Buckman Field

Lloyd Plaza

Lone Fir Cemetery

Da Vinci Middle School

Mapbox



Mapbox Drive

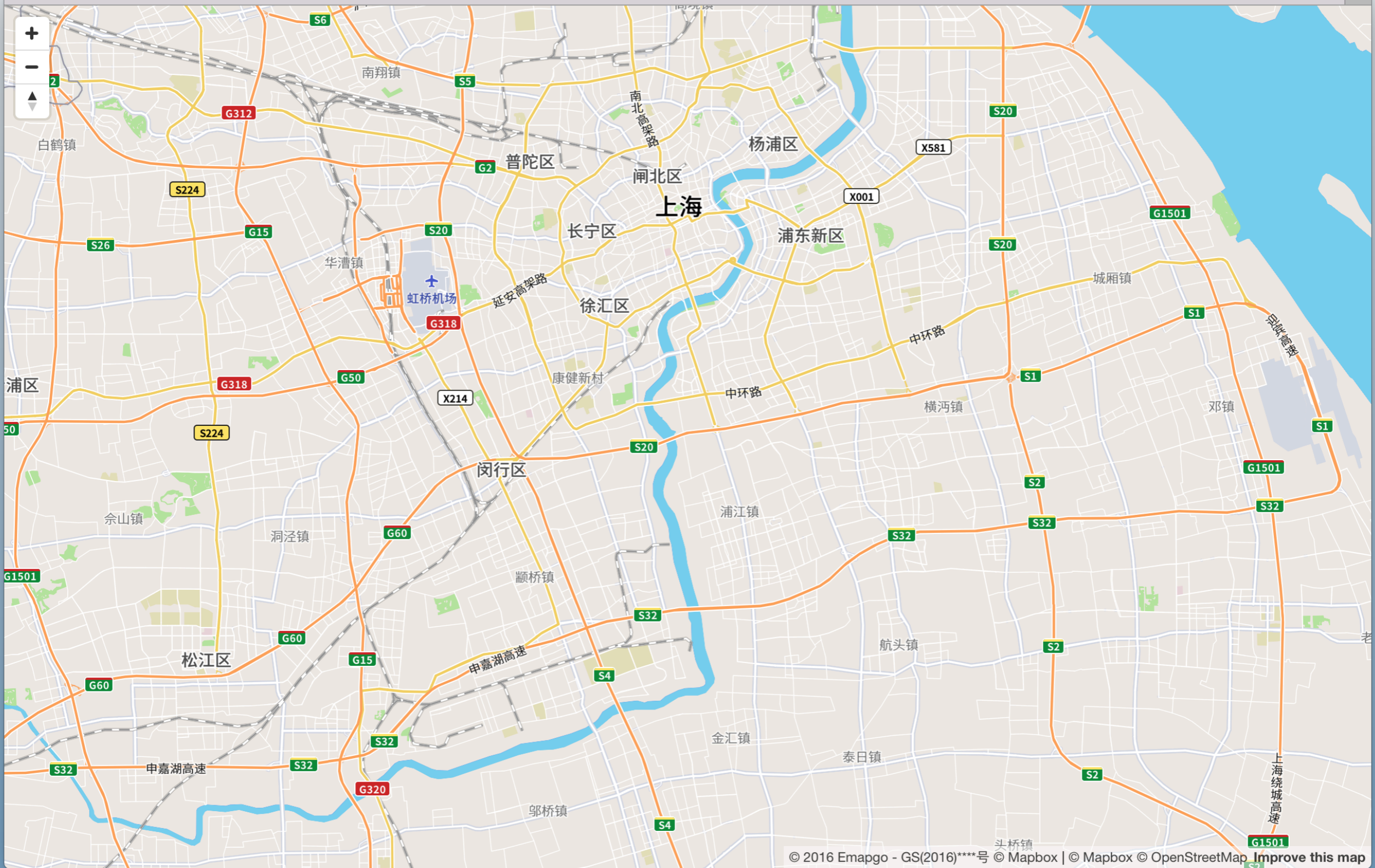
- Mobile navigation SDK coming early 2017
- Turns realtime sensor data into traffic details
- In-dash auto navigation system & maps



Mapbox.cn

跨平台面向开发者的地图 API









mapbox.com/blog

Thank You!

- Twitter: incanus77
- WeChat: incanus77

