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The Best Interface to GIS Starts with a Conversation



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esri
THE SCIENCE OF WHERE®

BUILD YOUR OWN

It’s easier than ever for anyone to build a custom GIS app.

You direct in plain language and own the logic. The AI writes the syntax.

Domain experts

Know the place, the topic, the question

Non-GIS experts

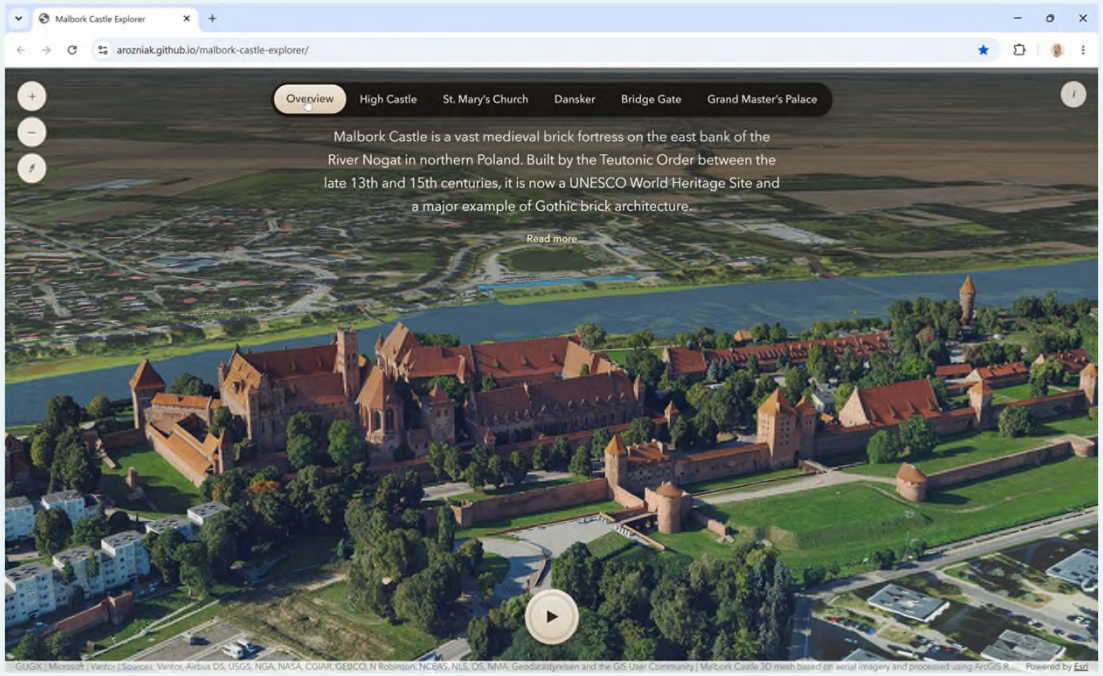
No GIS or coding background needed

AI-assisted coding

AI writes the code against a mapping SDK

BUILD

Cultural heritage: Malbork Castle Explorer



Malbork Castle Explorer

The idea

Public 3D data of a medieval castle in Poland, turned into a web scene

The builder

A GIS professional, not a software developer

The tools

Agentic AI and a web mapping SDK

Workflow, in five steps

1 Plan → 2 Set up → 3 Give AI context → 4 Build & iterate → 5 Deploy

She owns the idea, the data and the decisions; the AI writes and debugs the code.

BUILD · TRY IT YOURSELF

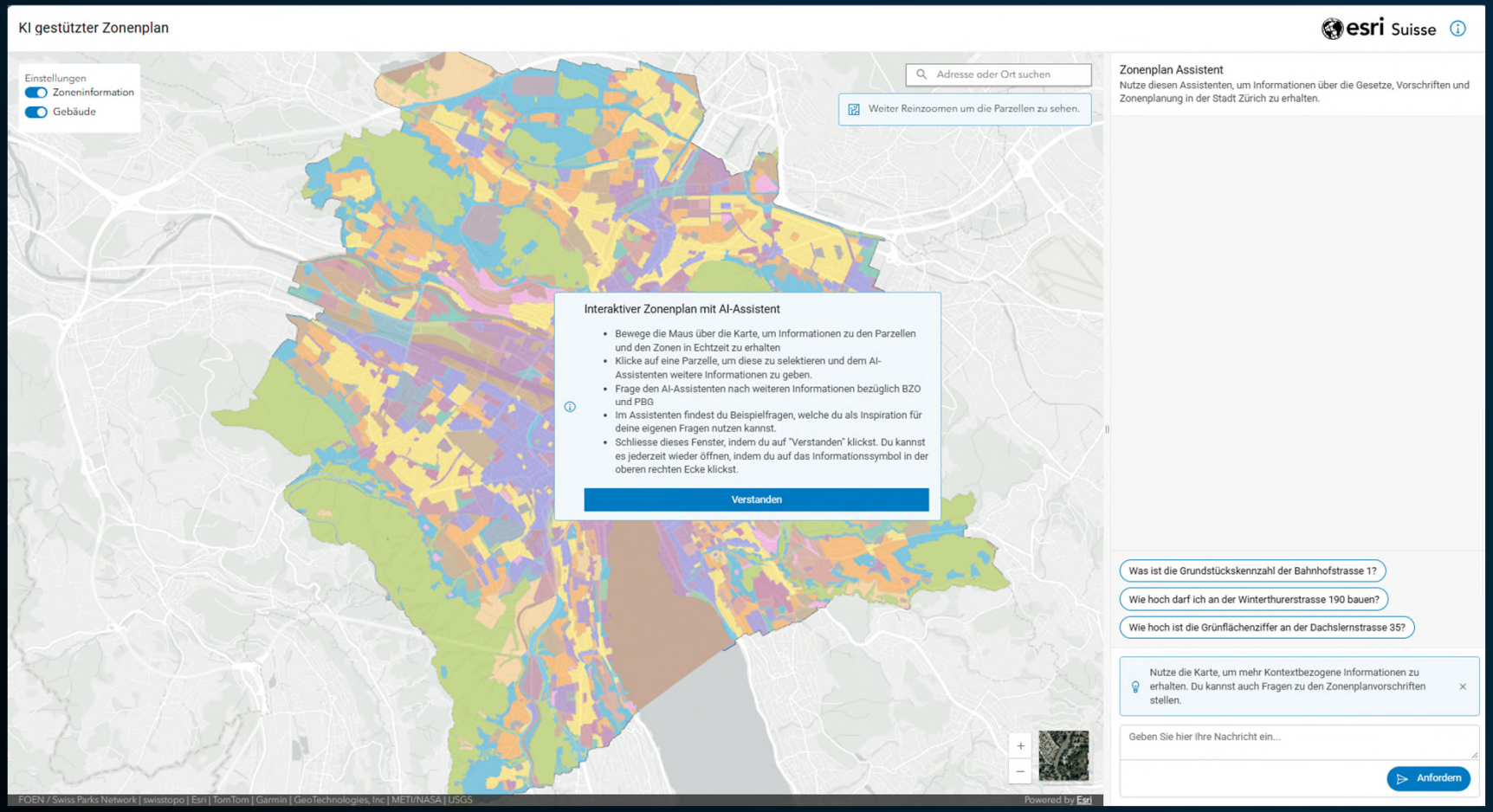
Explore the Malbork Castle Web App

Scan the QR code with your phone to open the web scene.

Malbork Castle Web App

BUILD

Spatial Planning AI Agent



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USE · AI FOR USABILITY

Why conversation matters in GIS

Which counties produced less wheat in 2022 than in 2017?



GIS professionals
Less time finding a workflow

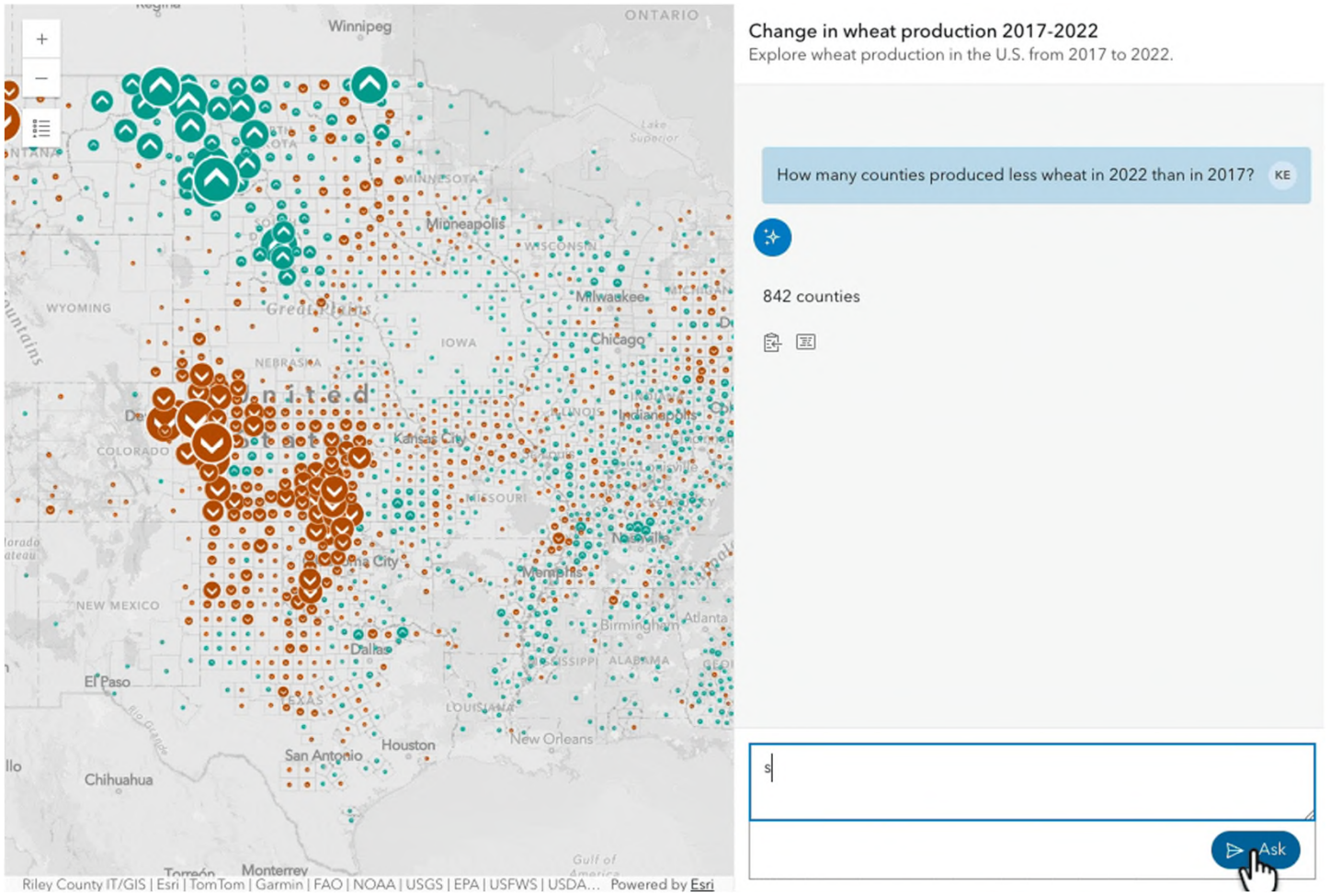
End users and citizens
A question in everyday language

USE

Conversational GIS today

Ask a question. Explore the map.

Web map assistant
Beta

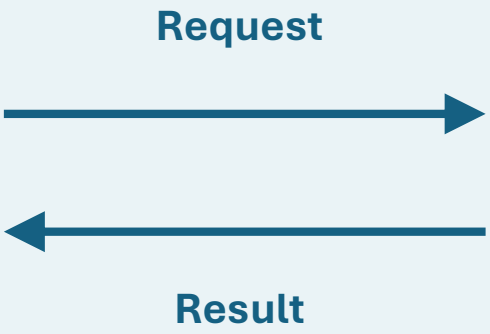


USE

The GIS tools behind the answer

Assistant

Interprets
the question



GIS tools and data

Carry out the
geographic work

Open protocols connect assistants to tools and data

e.g. the Model Context Protocol (MCP), an open standard

USE

Beyond the screen: immersive 3D (XR Viewer, beta)

Immersive exploration of your GIS content



Your existing 3D content

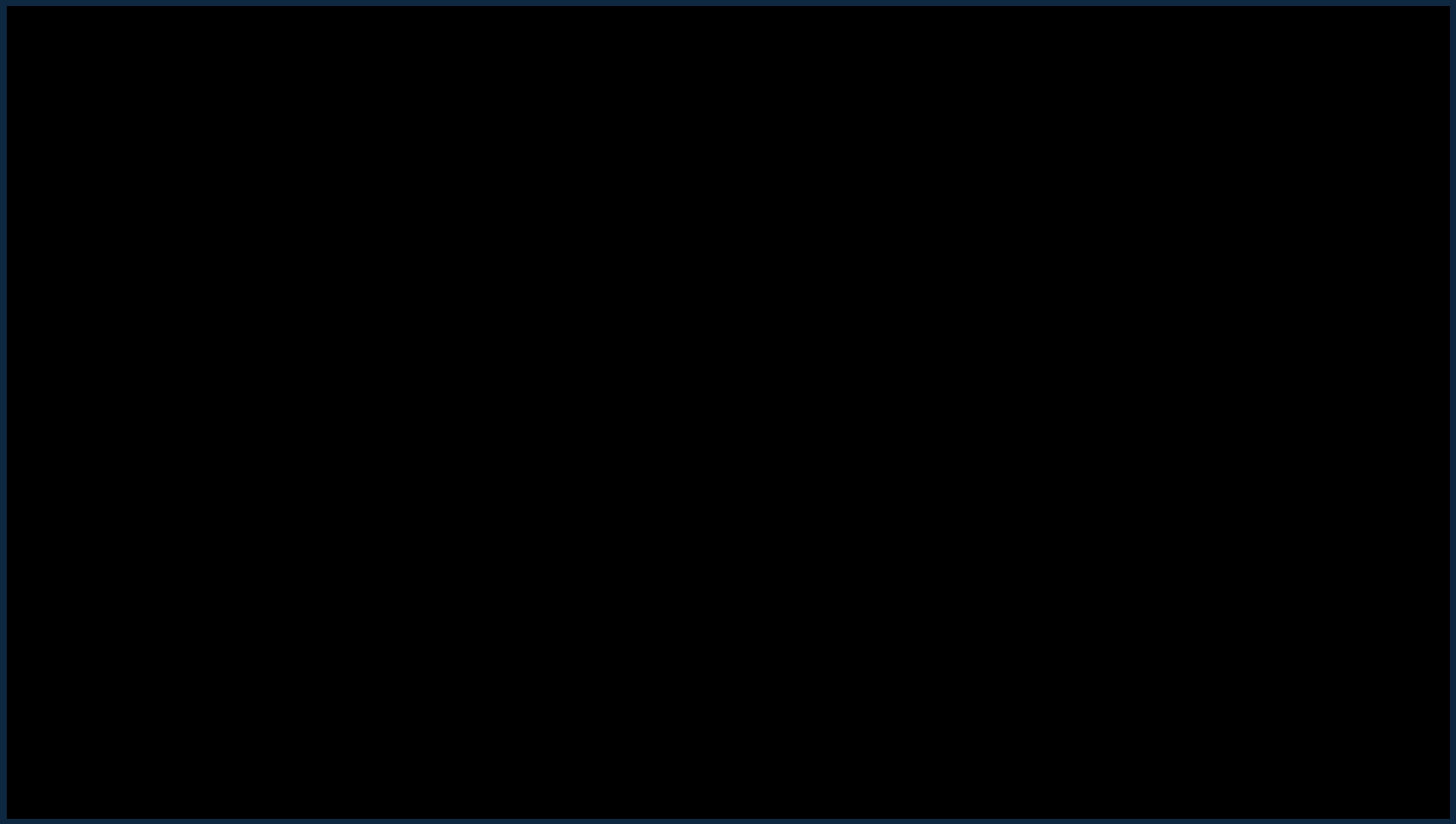
Web scenes and urban planning scenarios

Desktop or VR headset

Explore from a tabletop view down to street level

GIS interaction through voice

XR Viewer Assistant (beta)

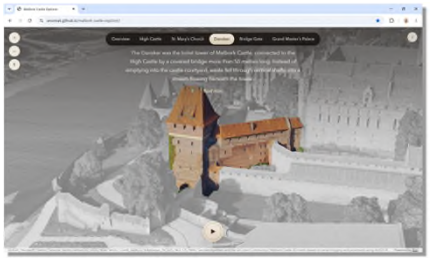


What makes this possible

TODAY — TOMORROW LG2 — FUTURE

Customized experiences

AI-assisted app building and AI components



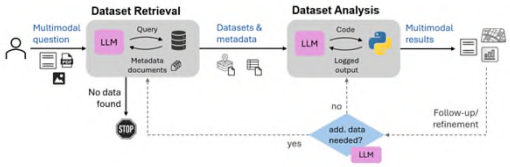
Assistants in products

Applications are augmented through integrated AI assistants and agentic coworking experiences LG1



Data discovery & integration

AI finds relevant data and connects databases, APIs and whole systems



Folie 12

LG1 its not only web apps, also desktop apps like XR or Pro
Luis Gisler; 2026-11-11T15:31:04.327

LG1 0 also, maybe more

"Applications are augmented through integrated AI assistants and agentic coworking experiences"

you could also call it Tomorrow .. many Esri things in Beta here
Luis Gisler; 2026-11-11T15:40:12.368

TW1 1 [@Luis Gisler] For "Tomorrow" should I then even still explicitely call out WebMCP in the speaker notes? Or keep it general?
Taisha Fabricius; 2026-11-11T15:44:33.717

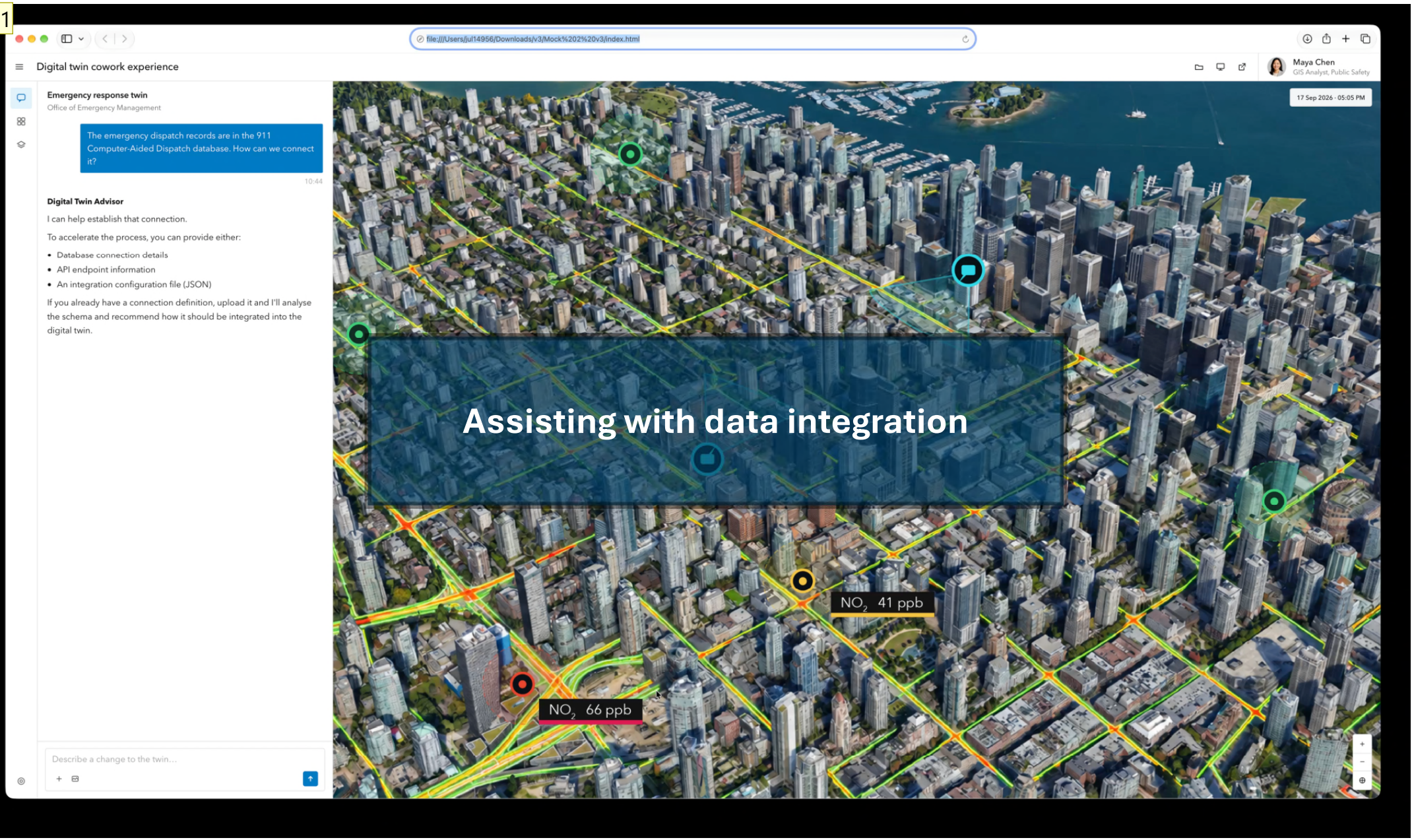
LG1 2 I'd keep it generall, more about the integrated Assistants than a specific technology like WebMCP
Luis Gisler; 2026-11-11T15:53:23.960

TW1 3 [@Luis Gisler] ok speaker notes are updated accordingly. Let me know if anything else still needs to be changed.
Taisha Fabricius; 2026-11-11T16:03:28.213

LG1 4 all good!
Luis Gisler; 2026-11-11T16:07:07.600

LG2 [@Taisha Fabricius] maybe say that many products already have assistants in beta and are about to launch
Luis Gisler; 2026-11-12T08:56:01.822

LG1


file:///Users/jul14956/Downloads/v3/Mock%202%20v3/index.html
Digital twin cowork experience
Maya Chen
GIS Analyst, Public Safety
Emergency response twin
Office of Emergency Management
The emergency dispatch records are in the 911 Computer-Aided Dispatch database. How can we connect it?
10:44
Digital Twin Advisor
I can help establish that connection.
To accelerate the process, you can provide either:
Database connection details
API endpoint information
An integration configuration file (JSON)
If you already have a connection definition, upload it and I'll analyse the schema and recommend how it should be integrated into the digital twin.
Describe a change to the twin...
17 Sep 2026 - 05:05 PM
Assisting with data integration
NO2 41 ppb
NO2 66 ppb

Folie 13

LG1 updated the speaker notes & removed "semantic" from the box
Luis Gisler; 2026-11-11T16:07:40.757

Data discovery and analysis

What if we could make finding and working with (geospatial) open data accessible for everyone?

Can you fact-check this stat I heard?

Where is the city planning to plant new trees?

Where are the safest bike routes?

Master's thesis

LG1

Michael Siebenmann

LG1 Masterarbeit hinschreiben ;D

Luis Gisler; 2026-11-11T15:35:13.878

OGD4All: Motivation

Open Data Adoption Barriers

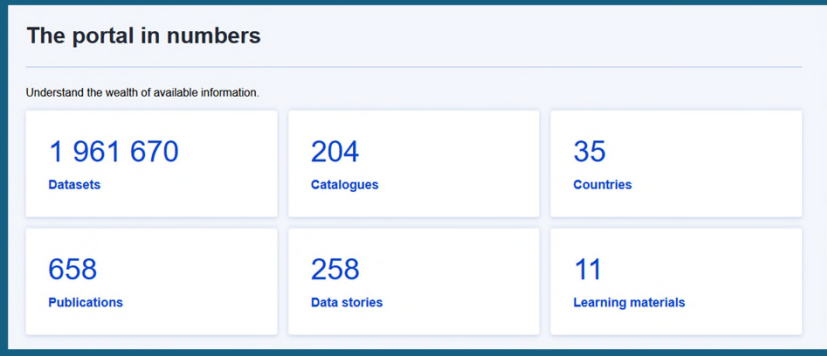
Retrieval
Finding the right data

Semantic Integration

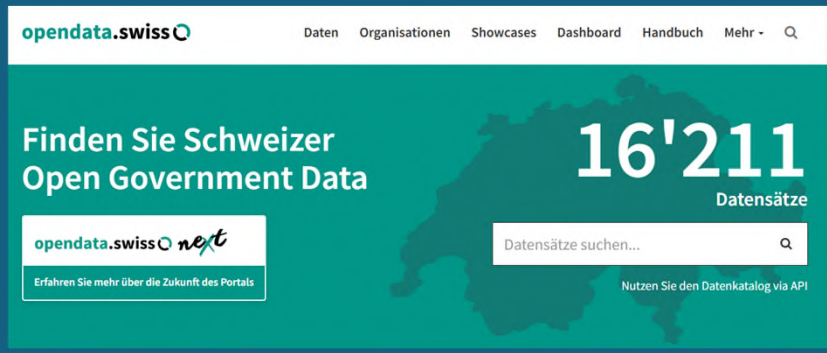
Geodata

Tabular data

Unstructured data





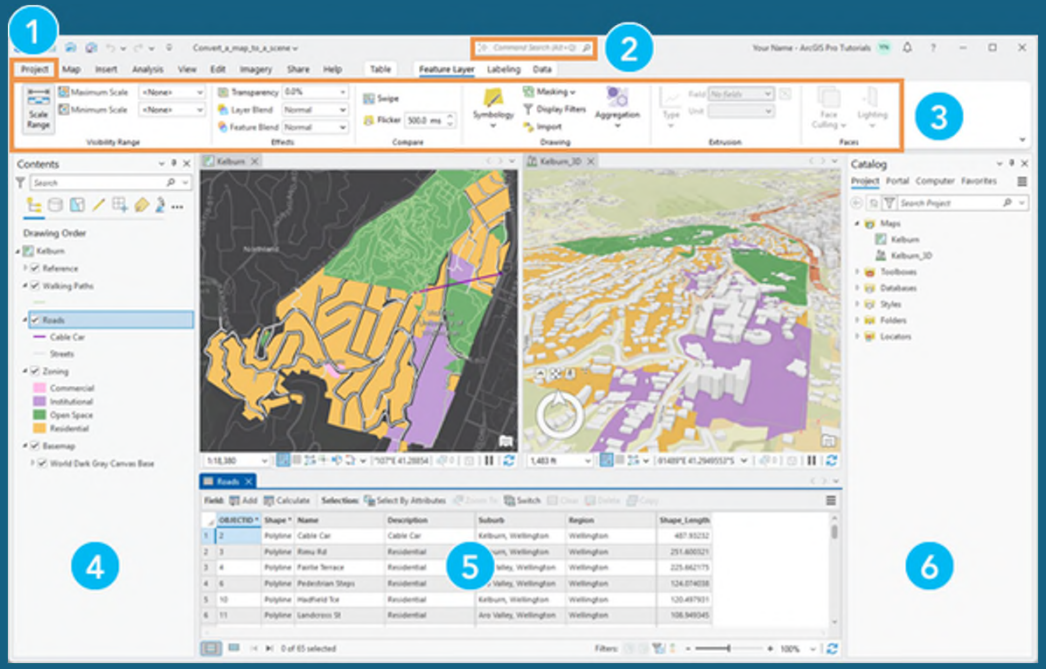


OGD4All: Motivation

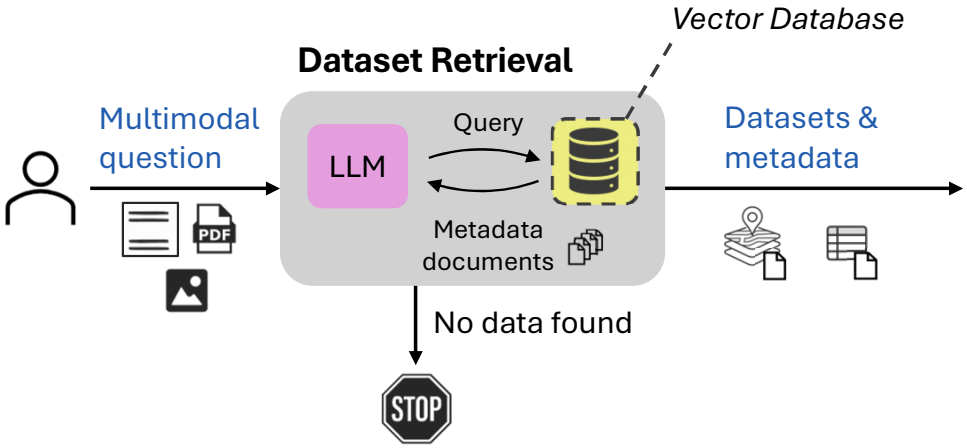
Open Data Adoption Barriers

Retrieval
Finding the right data

Analysis
Processing the data



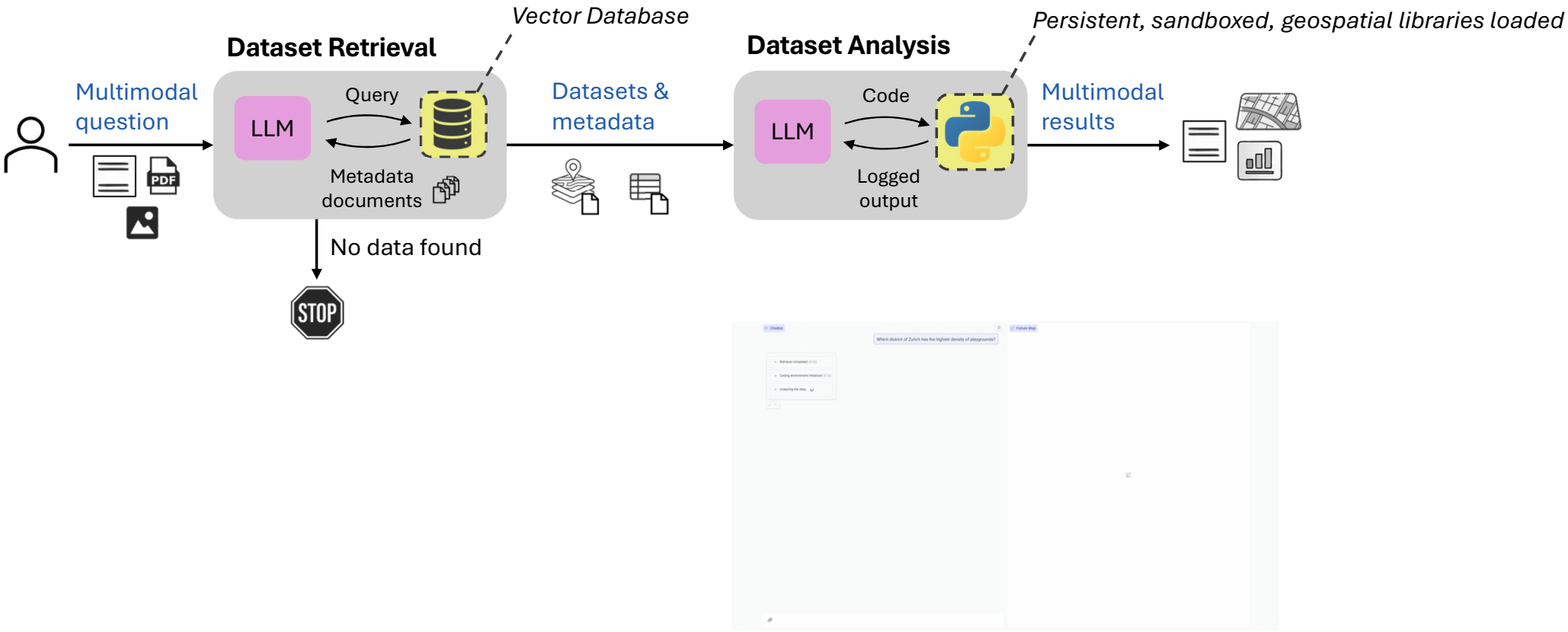
OGD4All: High-Level Overview





Siebenmann, Michael, et al. "OGD4All: A Framework for Accessible Interaction with Geospatial Open Government Data Based on Large Language Models." *2026 IEEE Conference on Artificial Intelligence (CAI)*.

OGD4All: High-Level Overview



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OGD4All: Evaluations

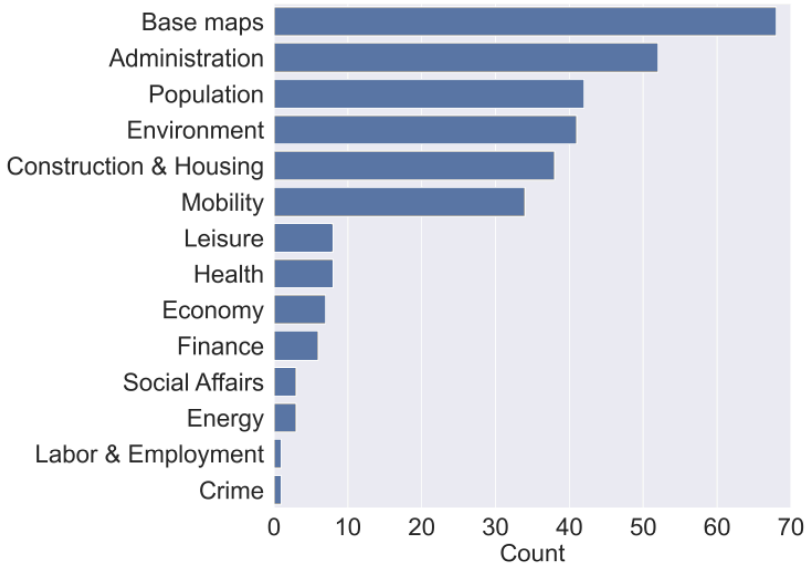
169 positive questions

30 negative questions

55 datasets covered

430 datasets total

Dataset Categories



Frequent Operations



Scores of best LLM & system configuration:

94% recall; 98% correctness

Siebenmann, Michael, et al. "OGD4All: A Framework for Accessible Interaction with Geospatial Open Government Data Based on Large Language Models."
2026 IEEE Conference on Artificial Intelligence (CAI).

Conversation makes GIS more approachable

Open data, open standards and existing tools remain central