

## BENEFITS FROM OCEAN INFORMATION IN THE SMARTPHONE ERA AND BEYOND

*Vignette Placeholder [To be written. E.g., Post-Sandy Assessment]*

**Vision:** We envision a bold new public-private enterprise of ocean observations that builds on extraordinary successes to date, and merges with expected developments. We foresee products and services from this enterprise that are a critical component of government and corporate operations in numerous sectors, as well as a positive impact on the lives, livelihoods, and quality of life for future generations.

**Expanding the Vision:** Integrated ocean observing systems unite people and data to respond innovatively and collaboratively to meet our society's greatest needs of resources and security. The first 10 years of U.S. Integrated Ocean Observing System (IOOS) activity demonstrated immediate value and vast potential capacity to solve societal issues by socially, logically, and electronically connecting ocean observation activities at regional, national, and global scales. The nimbleness of the IOOS enterprise will ensure responsiveness to the demands of an increasingly diverse set of customers, and will promote exciting opportunities for new research and technology implementation.

**Next Steps:** Actions taken by a broad range of users and stakeholders will empower the network, encourage engagement, and foster excellence.

- **Empower** IOOS to promote the growth and development of the network, not simply manage a system (role for government)
- **Encourage** increased interagency and non-governmental (especially private sector and non-profit/NGO) activity and trusted involvement in the network
- **Expect** commitment to and excellence from stakeholders to ensure maximum value and return on investment

*"Closing Quote - [TBD]"*