

DigitalGlobe Evolving Geospatial Technologies in New Paradigm

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Senior Director, Asia Pacific Commercial Sales



DigitalGlobe is...

The market leader in remote sensing



IKONOS®

.82 meter resolution
9 m CE90



QuickBird®

.65 meter resolution
23 m CE90



WorldView-1®

.50 meter resolution
<4 m CE90



GeoEye-1®

.46 meter resolution
<3.5 m CE90



WorldView-2®

.46 meter resolution
<3.5 m CE90



WorldView-3®

.30 meter resolution
<3.0 m CE90



WorldView-4®

Launch scheduled:
Fall 2016

CURRENTLY IMAGING IN ORBIT

AVAILABLE VIA DIGITALGLOBE ARCHIVE



DigitalGlobe is...

The undisputed resolution king

1 m



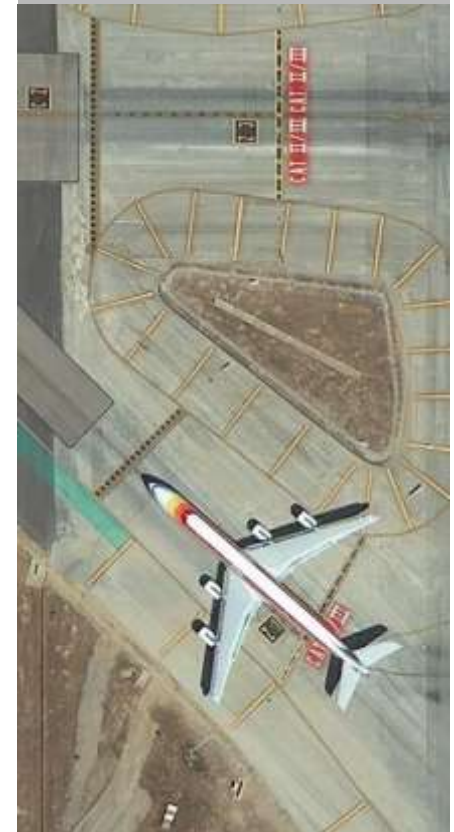
70 cm



50 cm



30 cm

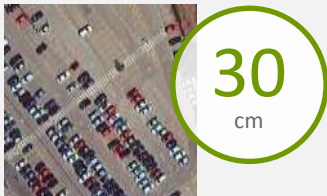


DigitalGlobe is...

An industry pioneer in technological innovation.

FIRST in the industry

First 30 cm satellite imagery



First to deliver high-resolution SWIR capabilities

First satellite with better than 5 m accuracy

BEST in the industry

Best current and historical library of Earth imagery

Best daily refresh rates

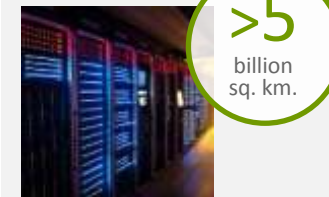
Best comprehensive Earth coverage



ONLY in the industry

Only company with sub-70cm satellite imagery

Only company with over 5 billion sq. km. of archived imagery



Only company with 4 high-resolution satellites in orbit

Leading the evolution of analytics

The Commercial Geospatial Intelligence industry has experienced four eras:

1st Era: **Resolution**

Customer needs evolve beyond aerial



DigitalGlobe drives "one meter" standard

2nd Era: **Accuracy**

Emergence of map making industry and greater accuracy drives growth



DigitalGlobe drives the 5.0 meter CE90 spec

3rd Era: **Speed**

Reliance on imagery at an all-time high and customer priority becomes speed and relevancy



DigitalGlobe drives on-demand standard

4th Era: **Analytics**

New valuable problem-solving uses emerging and priority becomes measuring on surface and below water

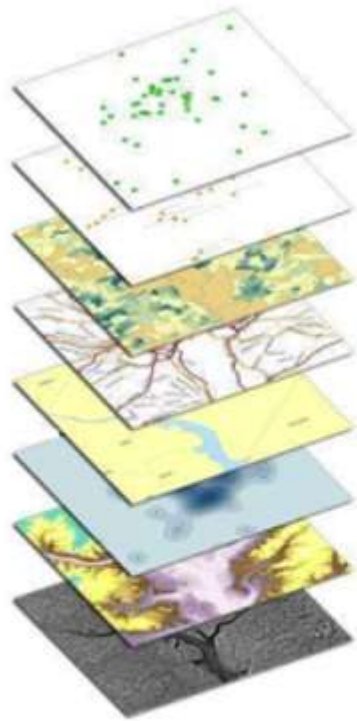


DigitalGlobe drives 8-band standard and custom analysis

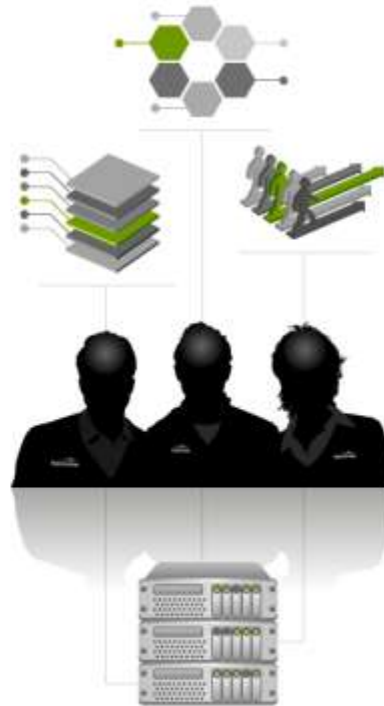
DigitalGlobe Evolving Geospatial Technologies in New Paradigm

The answers DigitalGlobe delivers are enabled by our geospatial analytics approach

Physical geography,
human geography &
spatial event data



Expertise,
tradeecraft & tools



Geospatial insight



An aerial photograph of a river valley with a city and a semi-transparent dark overlay containing text.

100 Resilient Cities: DigitalGlobe's Offerings

Infrastructure Development and Disaster Management

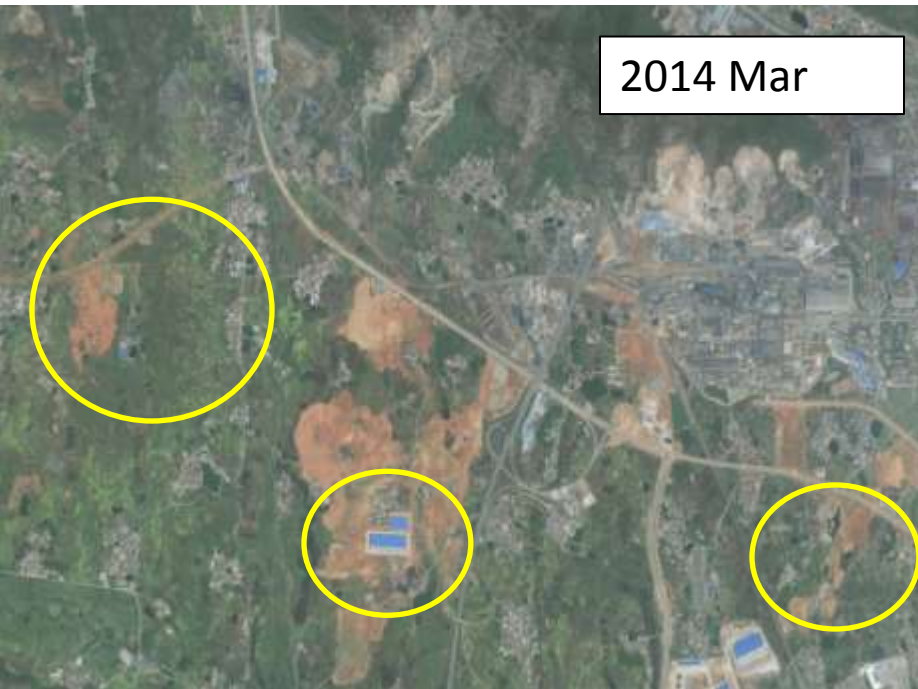
HuangShi National
Mining Area



Infrastructure Development

- Create highly accurate maps that can be created quickly to help you effectively plan for resources such as roads, bridges, tunnels, canals, dams, and buildings.
- Huangshi is growing rapidly, and it can be difficult to keep land use records accurate and current. Combine DigitalGlobe satellite imagery with current city land information to get the most up-to-date data for your city. This is perfect for better understanding land applications like infrastructure planning.

Changes in Huangshi Industrial Area



Disaster Mitigation and Crisis Response

~Mitigate the impact of disasters before they happen~

- DigitalGlobe's satellite imagery and elevation technologies allow you to map evacuation routes and areas of importance as well as increase environmental awareness.
- Pre disaster imagery can be compared with post disaster imagery to get an accurate assessment of the damaged and affected areas

Landslide in Huangshi



More Use Cases

Earthquake in Kathmandu, Nepal – Emergency management and humanitarian workers used pre- and post-event images of the impacted area to aid understanding and coordination for on-the-ground missions.

Typhoon in the Philippines – Preparation for the event started days before Haiyan's landfall to identify the area most likely to be hit, and to anticipate the critical infrastructure most vulnerable to the storm.

Forest Fire in Riau, Indonesia – Before and after high resolution satellite imagery and analysis of the affected areas were made available to first responders and government agencies for the purpose of planning and maintaining situational awareness of the event.



Roads with no
damage



Damaged Roads

Kathmandu Earthquake, Nepal Case Study

NEWS
**7.5-MAGNITUDE EARTHQUAKE
ROCKS NEPAL; DAMAGE
REPORTED**







abc 7 A 7.5-magnitude earthquake struck near Kathmandu, the capital of Nepal, on Friday, April 24, 2015.

Share **+1** **Tweet**



Friday, April 24, 2015

NEWS

-  **Garland Response to Attack: 'Our Community Is Not Scared'**
Updated 1 min ago
-  **Rescue helicopter interrupts Malibu beach wedding**
Updated 15 mins ago
-  **Killed on Vacation: Son Detained in Stabbing Death of Parents in Virgin Islands**
Updated 16 mins ago
-  **Family of Motorist in Deadly Metro-North Crash Plans to Sue**
Updated 36 mins ago
-  **Body found in North Hills apartment closet; roommate arrested**
Updated 42 mins ago

MORE NEWS ▶

TOP STORIES

-  **South El Monte man killed by deputies after stabbing his neighbors**
Updated 1 hr 11 mins ago

RECOMMENDED

-  **Famed Dog Dies at 20 Vetstreet**

Nepal Earthquake (25.APR.2015) – DigitalGlobe Supports Response Efforts

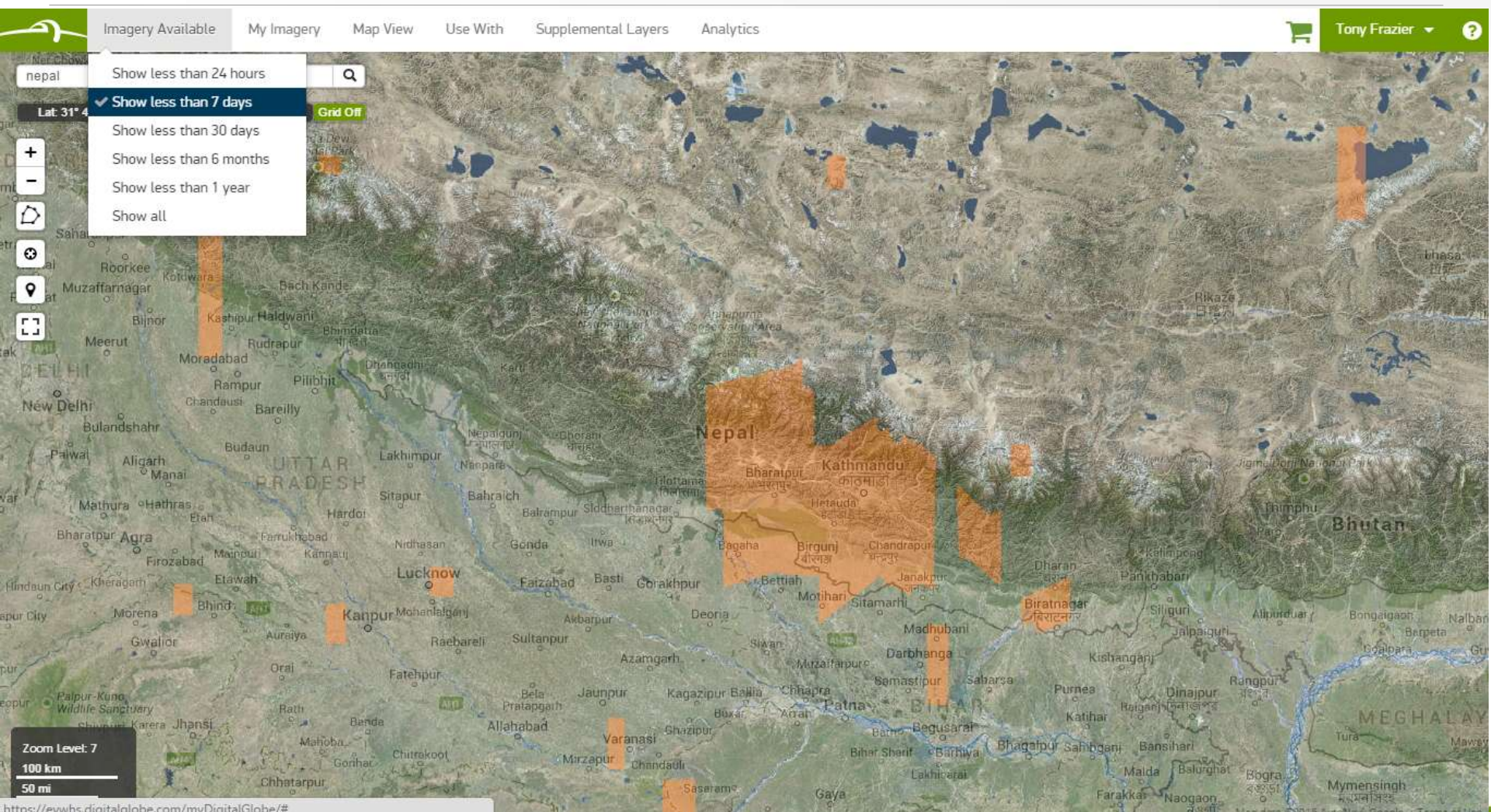
ACQUIRED: 25.OCT.2014 (WV3)

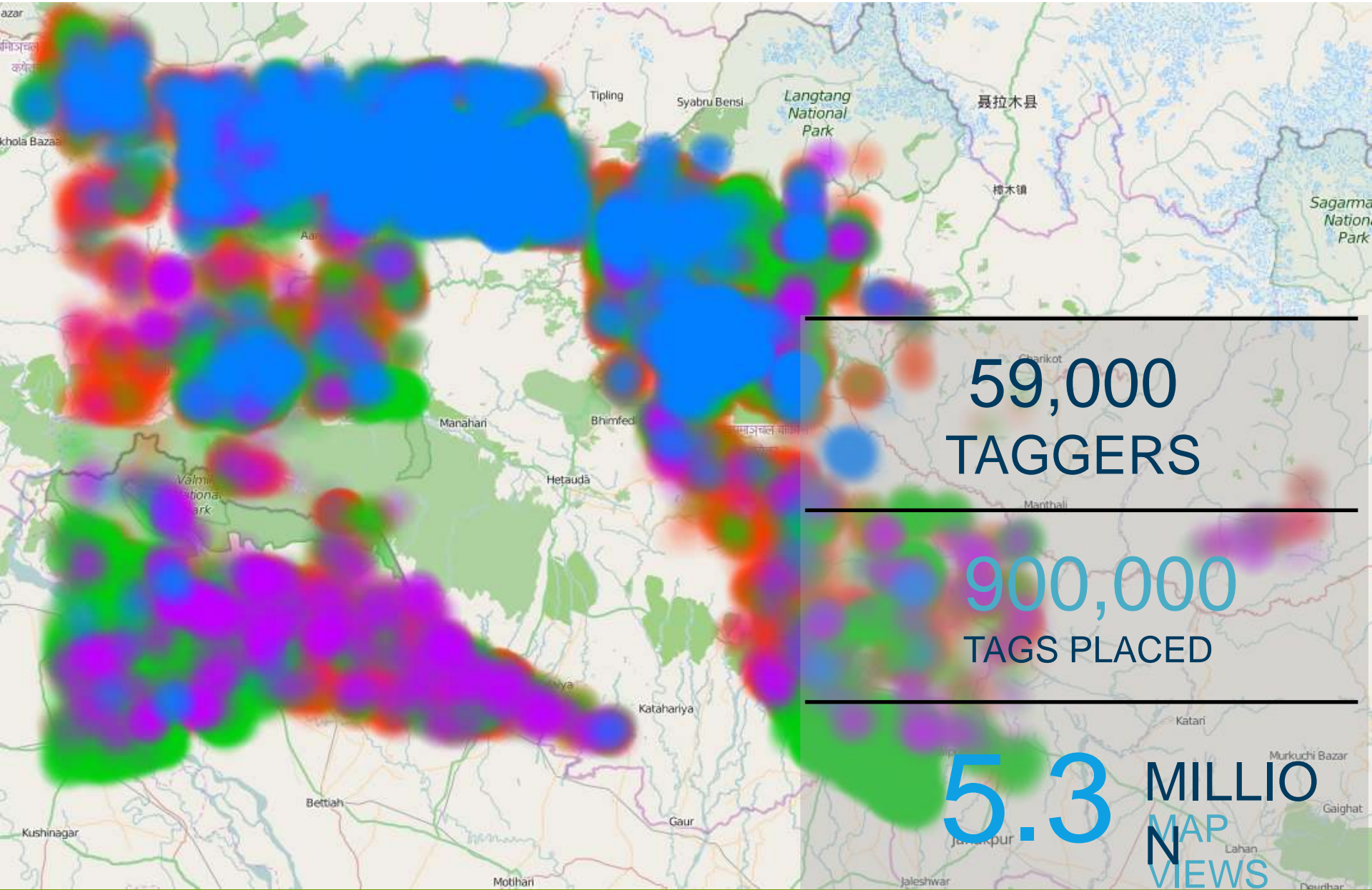
ACQUIRED: 27.APR.2015 (WV3)



Dharahara Tower in Kathmandu, Nepal

FirstLook Service – 7 Days of Imagery Collections over Nepal

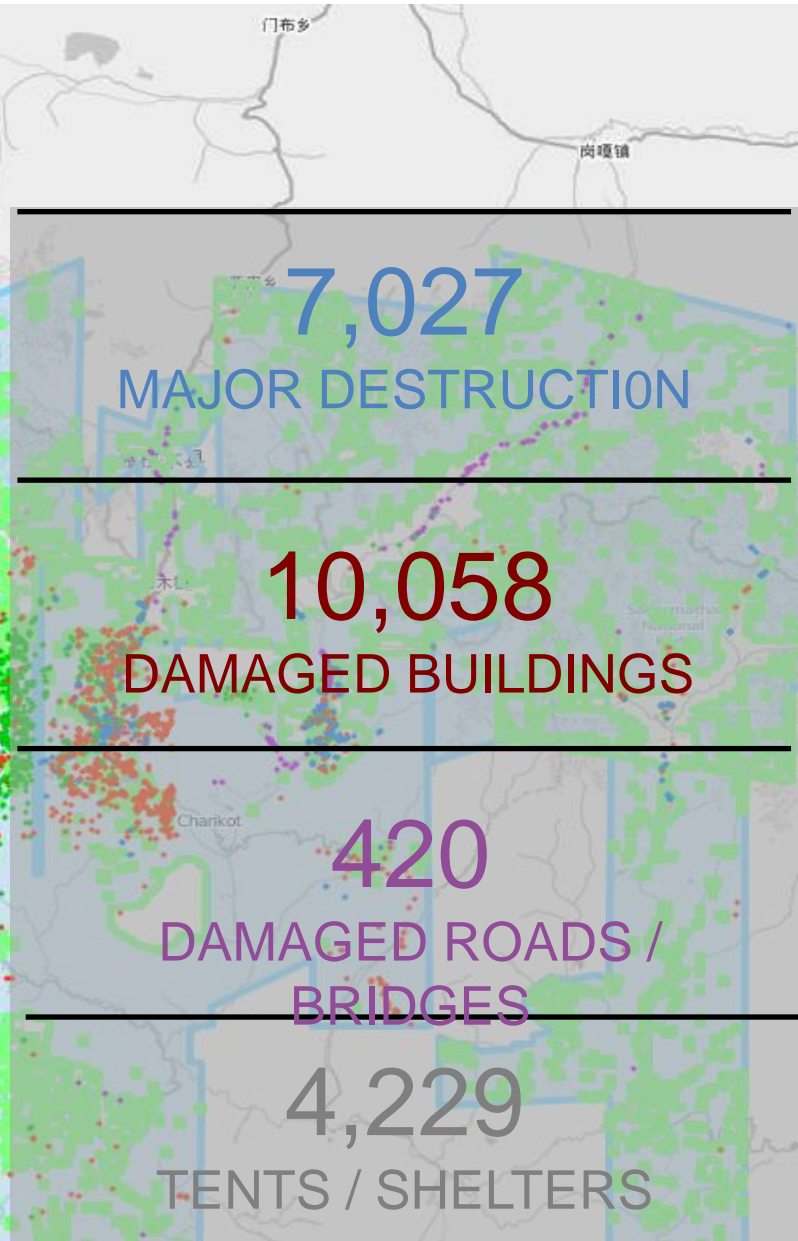
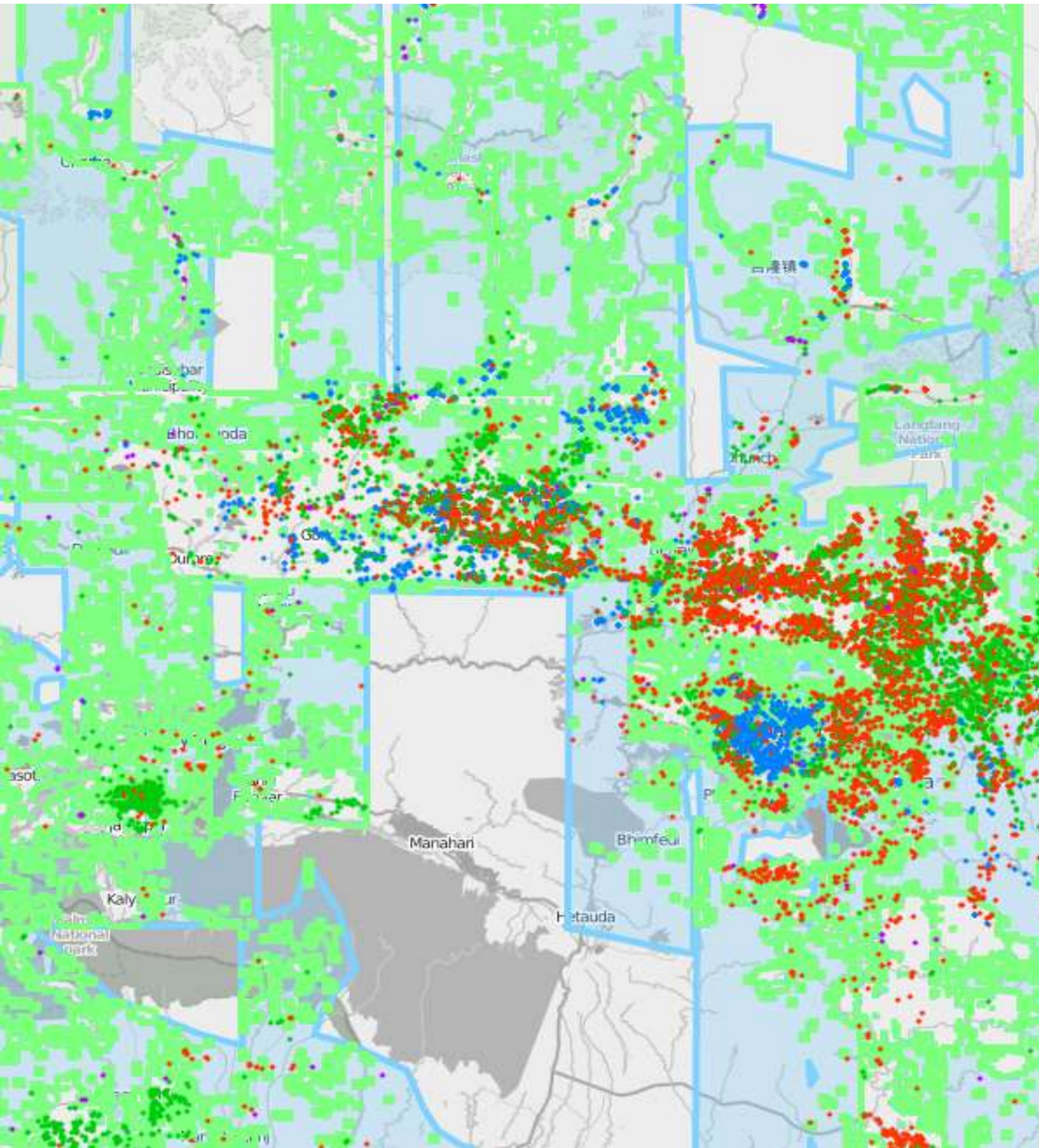


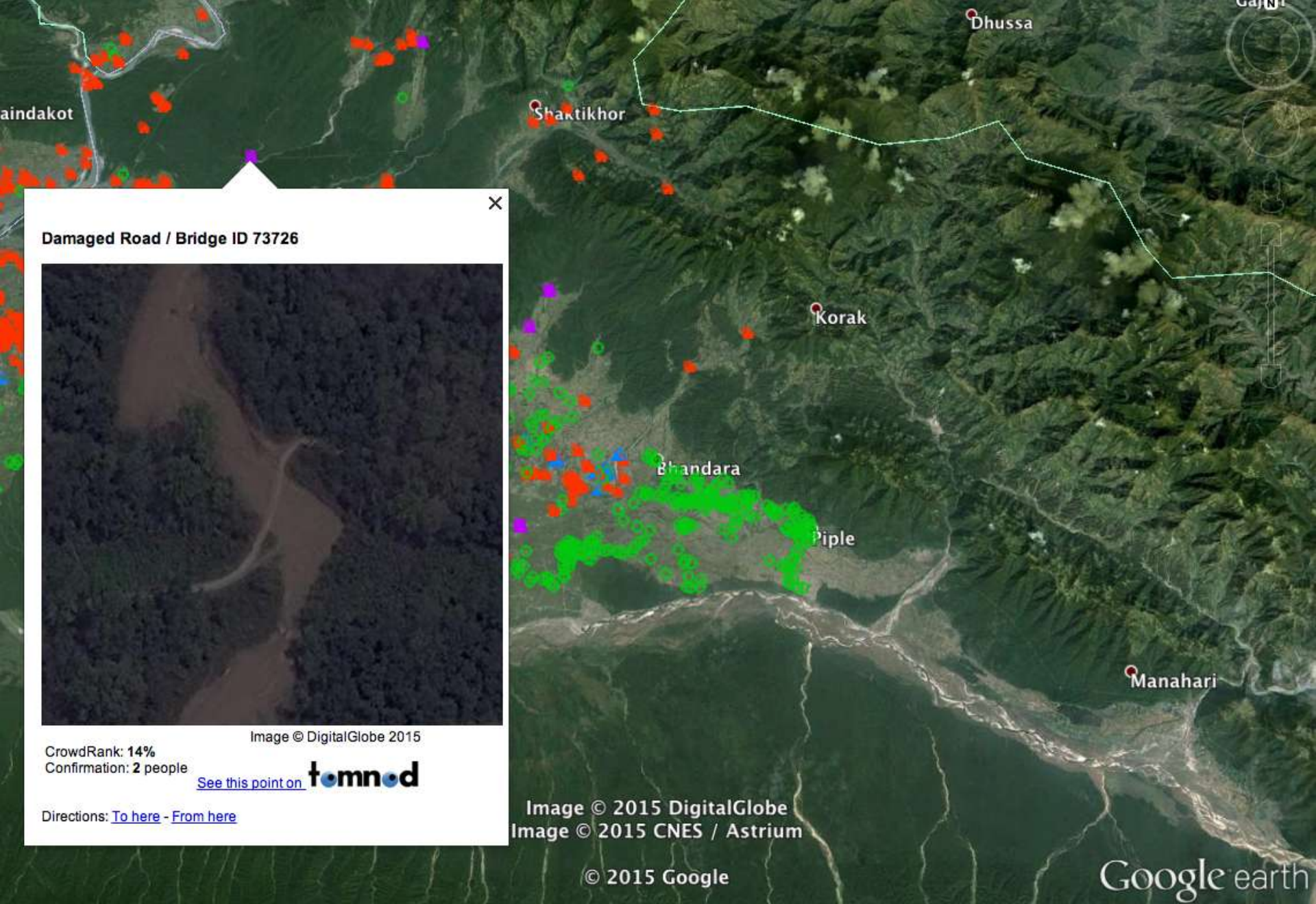


59,000
TAGGERS

900,000
TAGS PLACED

5.3 MILLION
MAP
VIEWS



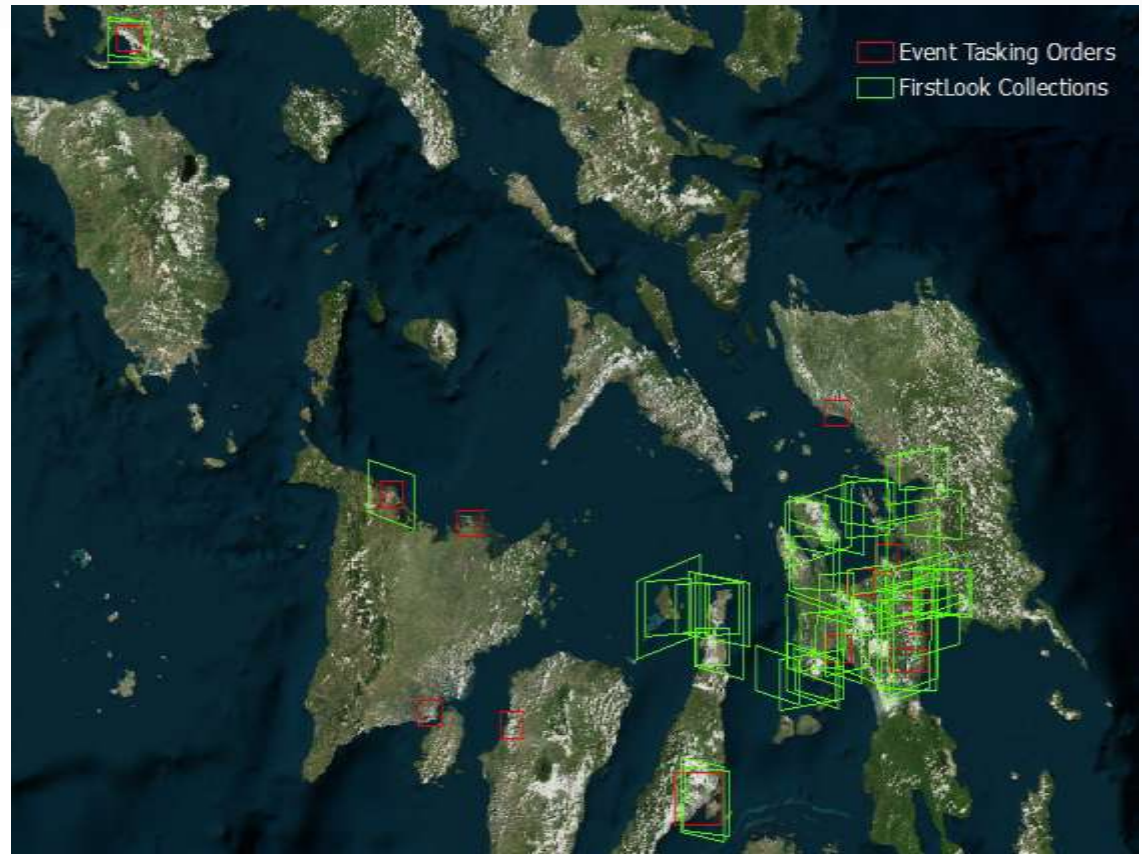


Rapid, light-weight delivery to the field

Typhoon Haiyan, Philippines Case Study

Tacloban City, The Philippines: Disaster Response

DigitalGlobe's rapid and comprehensive response to the damaging Typhoon in Tacloban City, Philippines is a good case-study of how the constellation, analysis and the FirstLook program can help a variety of customers

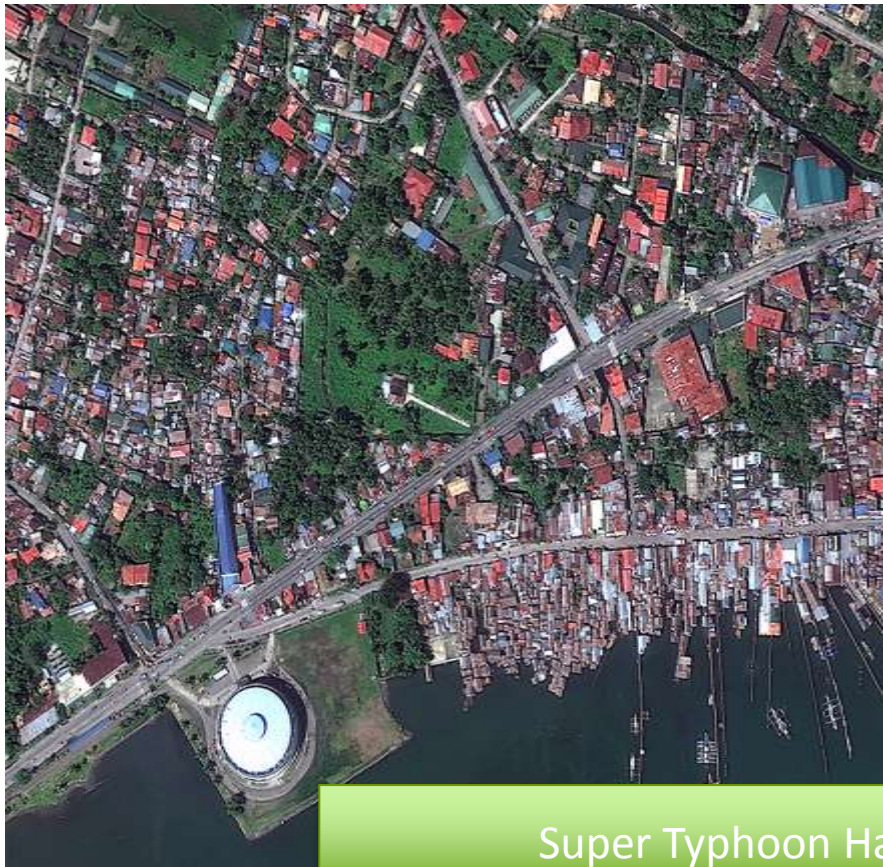


Event Date : Friday, November 8, 2013

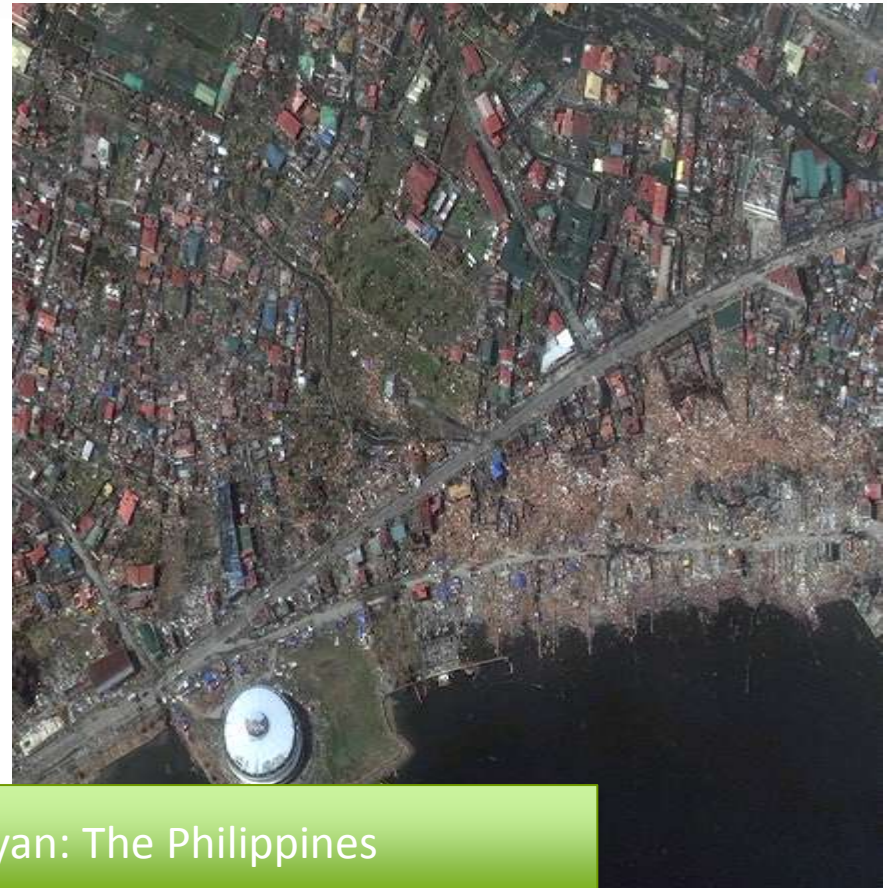
19,000 sqkm of imagery (3 days after event)

Pre and Post Event Imagery Available

ACQUIRED: 1.SEP.2013



ACQUIRED: 11.NOV.2013



Super Typhoon Haiyan: The Philippines

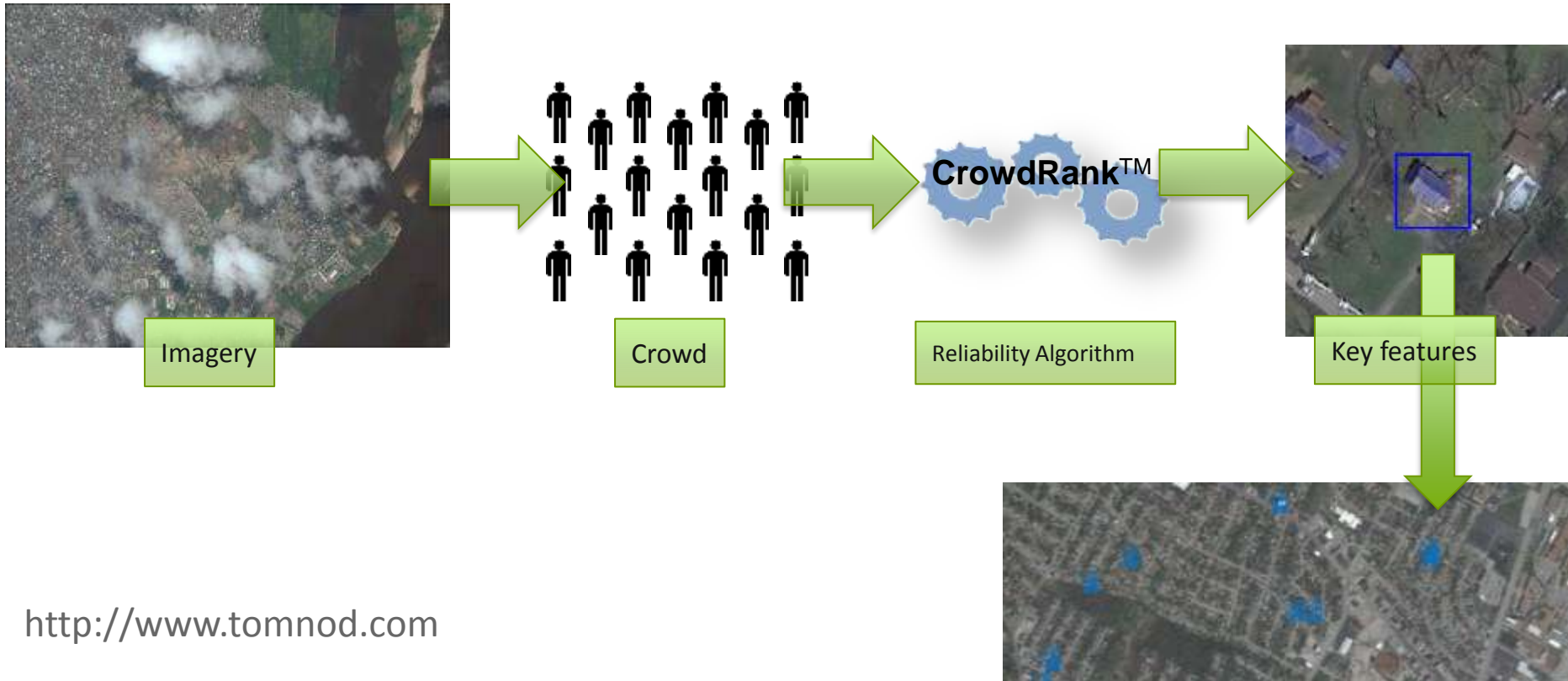
FirstLook Report



DigitalGlobe Crowdsourcing

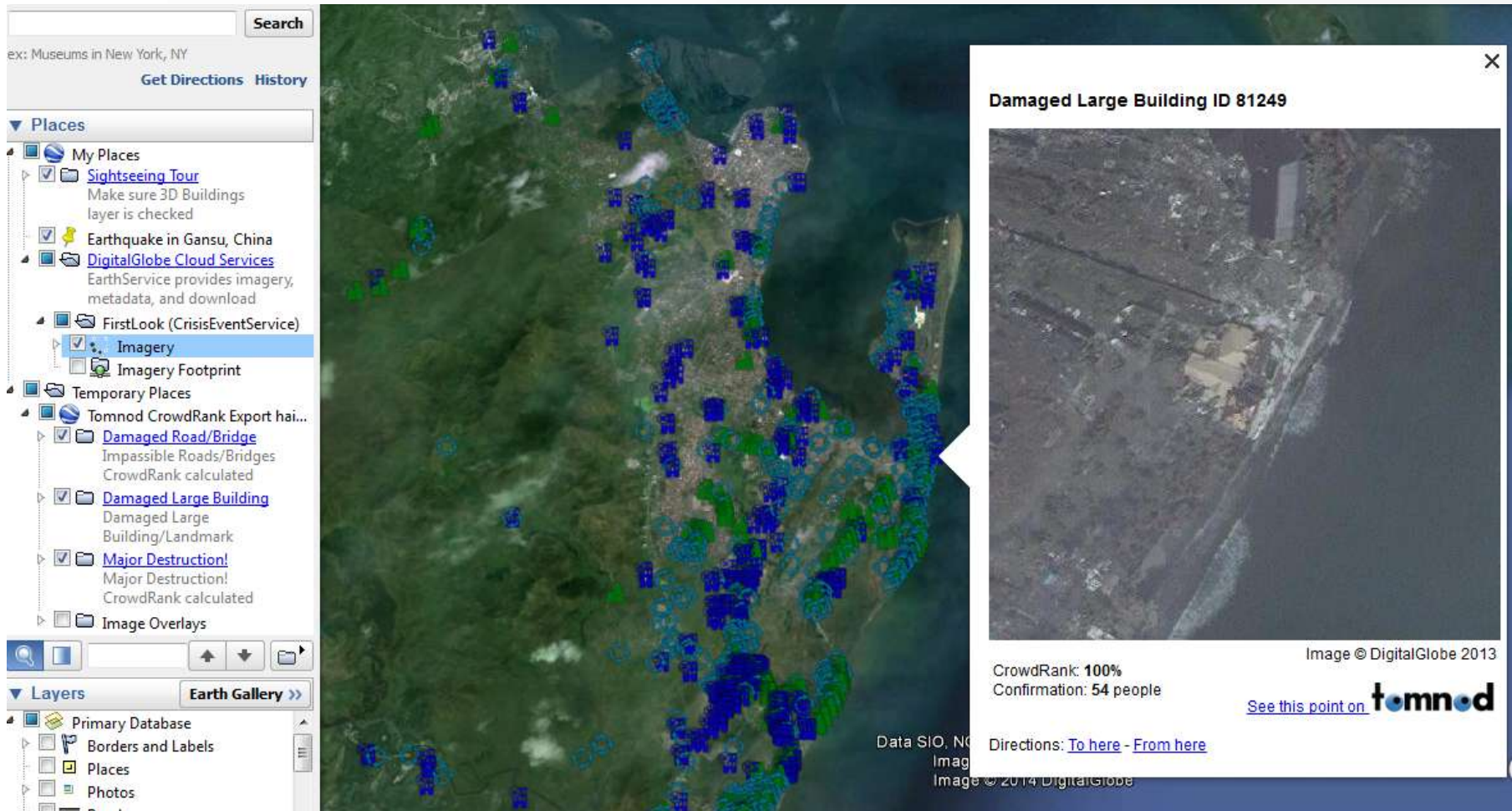
Problem: Exploiting mountains of imagery (DG collects 2,500,000 km² every day!)

Solution: FAST Image insight through crowdsourcing



<http://www.tomnod.com>

Crowdsourcing: Tacloban City, The Philippines



Search

ex: Museums in New York, NY

Get Directions History

Places

- My Places
 - Sightseeing Tour
 - Make sure 3D Buildings layer is checked
 - Earthquake in Gansu, China
 - DigitalGlobe Cloud Services
 - EarthService provides imagery, metadata, and download
 - FirstLook (CrisisEventService)
 - Imagery
 - Imagery Footprint
- Temporary Places
 - Tomnod CrowdRank Export hai...
 - Damaged Road/Bridge
 - Impassible Roads/Bridges
 - CrowdRank calculated
 - Damaged Large Building
 - Damaged Large Building/Landmark
 - Major Destruction!
 - Major Destruction!
 - CrowdRank calculated
 - Image Overlays

Layers Earth Gallery >>

- Primary Database
 - Borders and Labels
 - Places
 - Photos

Damaged Large Building ID 81249



Image © DigitalGlobe 2013

CrowdRank: 100%
Confirmation: 54 people

[See this point on tomnod](#)

Directions: [To here](#) - [From here](#)

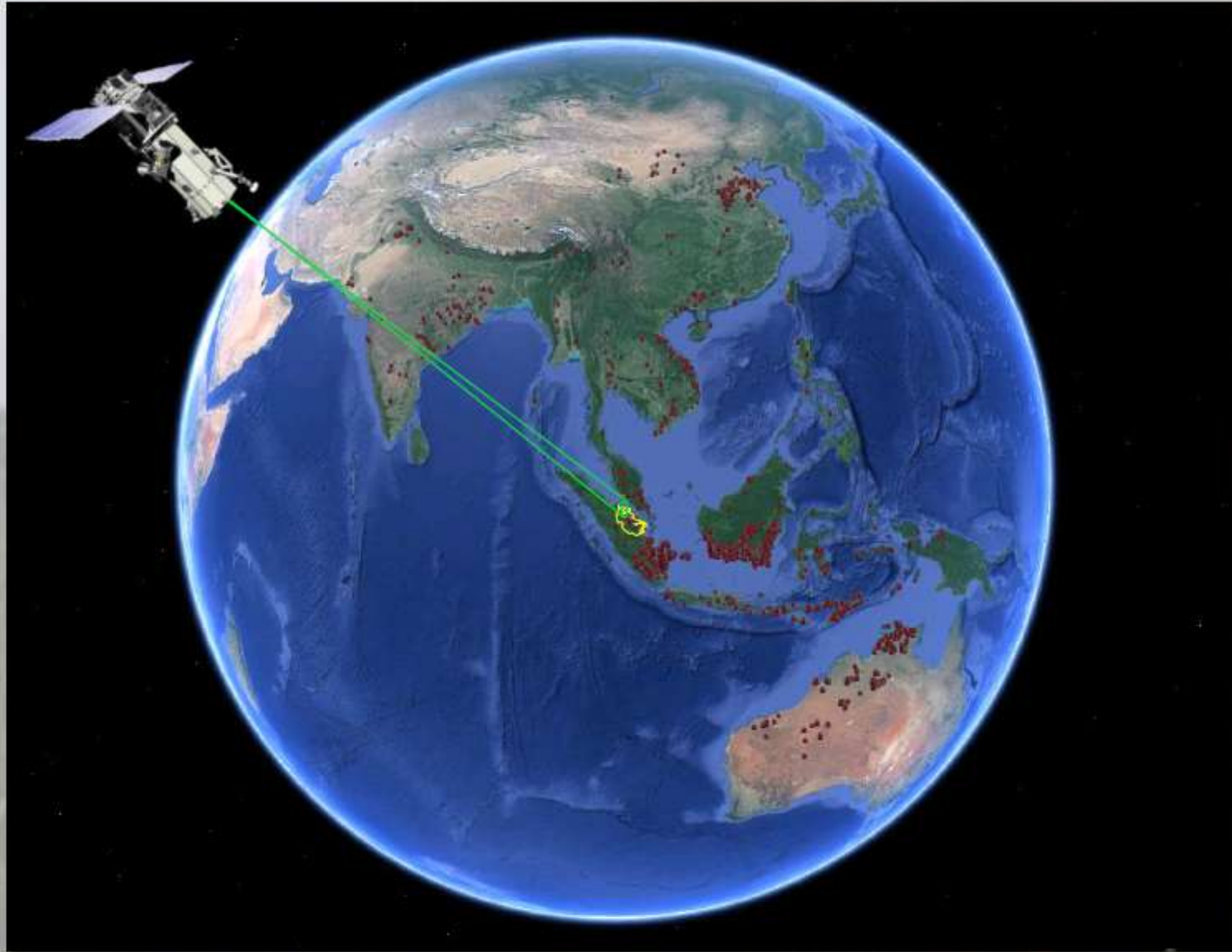
Data SIO, NOAA, USFWS, USGS, Imagery © 2014 DigitalGlobe

CrowdSourcing – Support Statistics for Haiyan

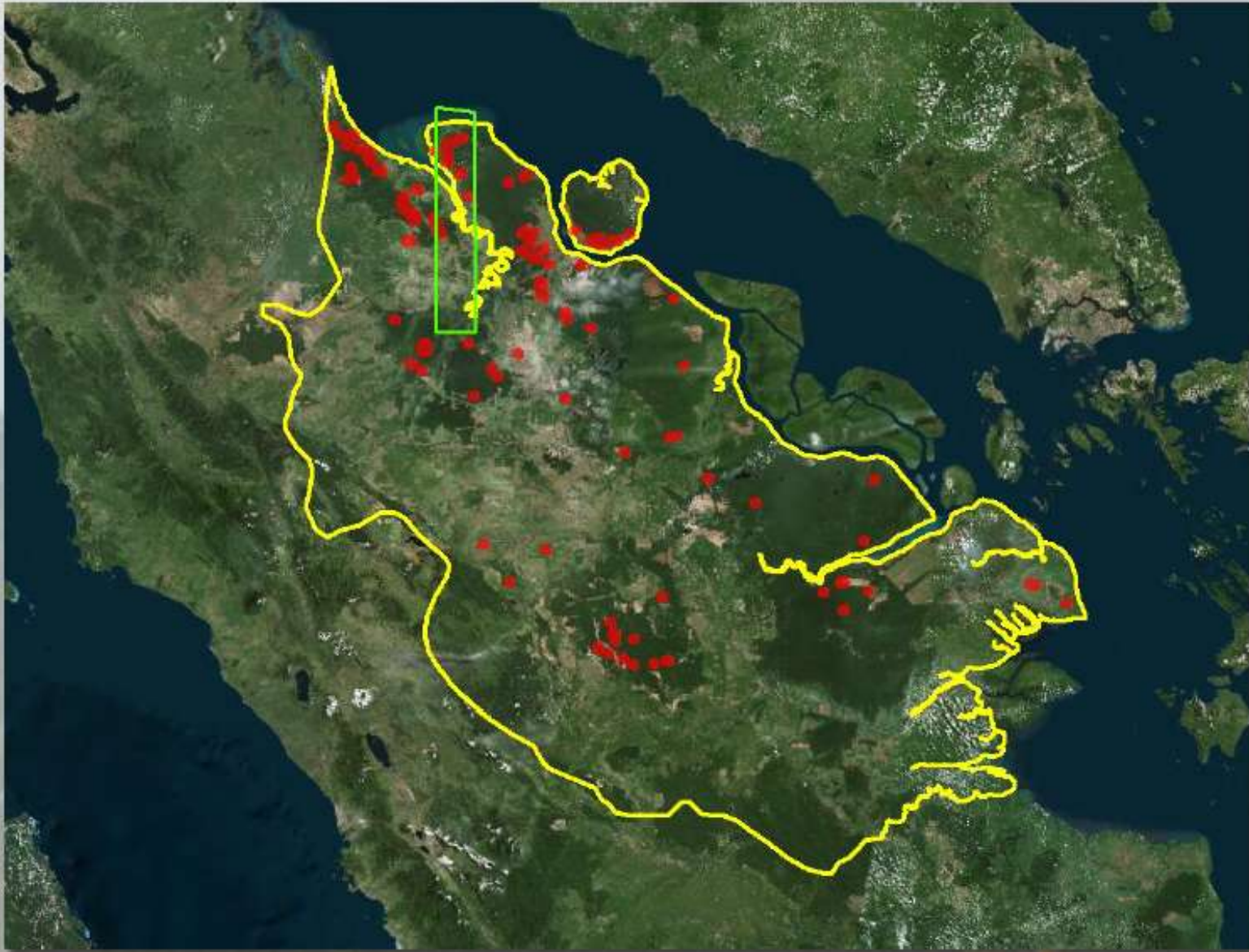


Forest Fire, Riau, Indonesia Case Study

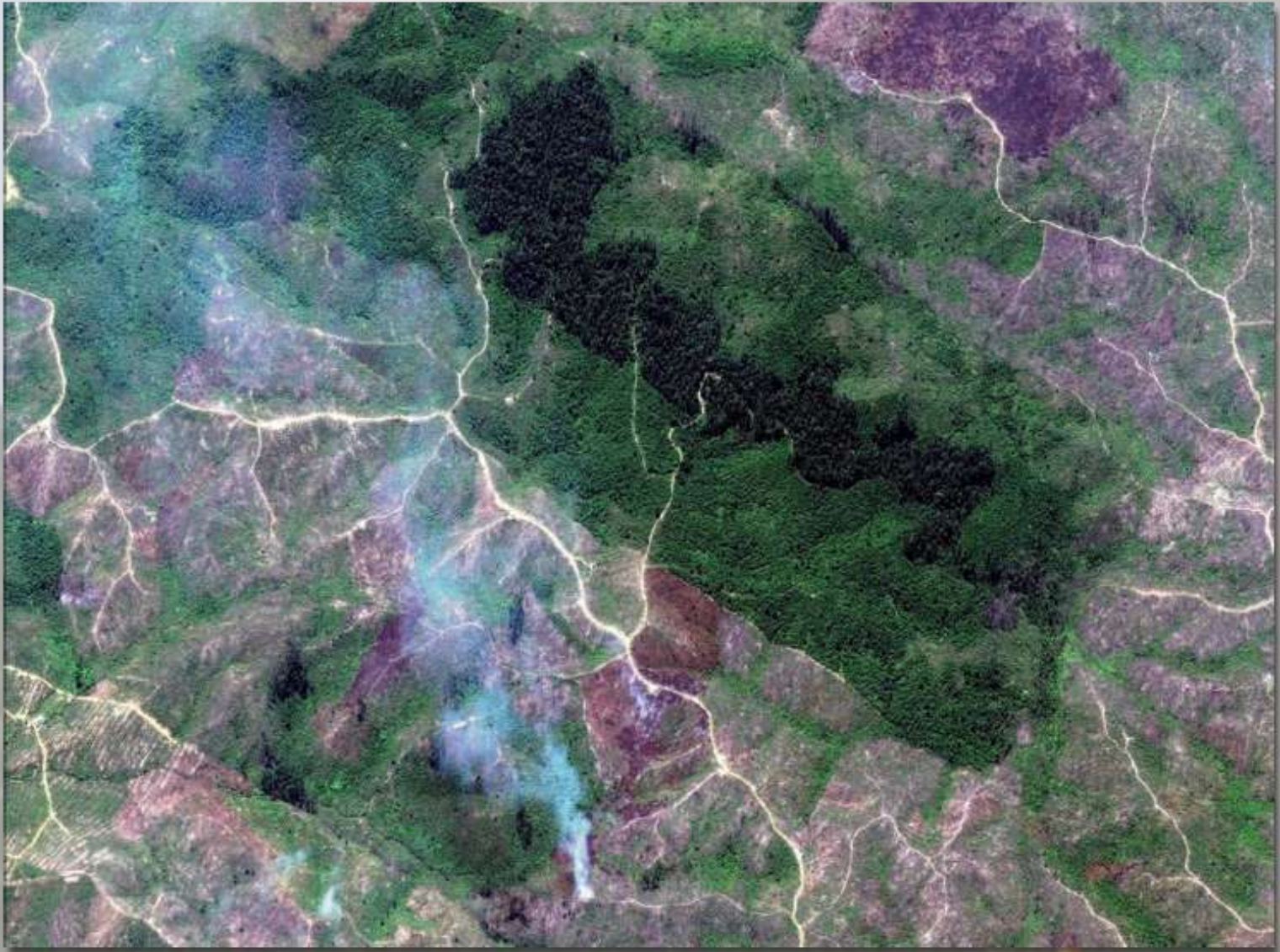
Hotspot Cues From Global Active Fire Data



Imagery Collected Over Potential Fires



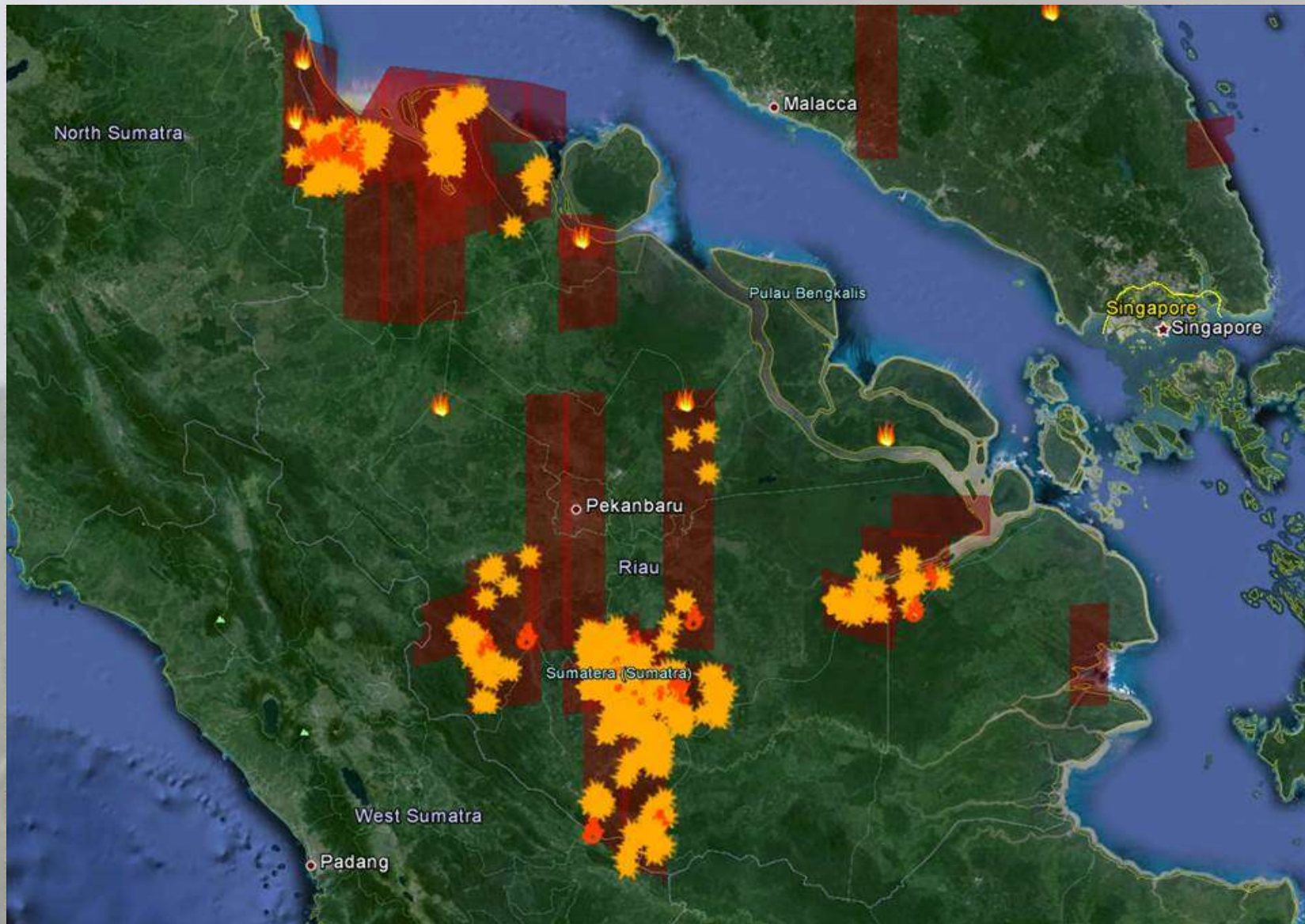
Imagery is Served to the Crowd



Active Fires or Burn Scars Identified



Active Fires or Burn Scars Identified



We deliver new generation solutions

Accelerating delivery of relevant, timely imagery so customers can manage projects anywhere, anytime.

Launching new solutions so customers can solve large-scale challenges more quickly.

Pioneering faster, high-value analytics to expand the industry and drive new growth.



THANK YOU !

Bandarbi, Sudan | February 1, 2012 | WorldView-2



www.digitalglobe.com