



# Fueling Location Analytics from Satellite Imagery

KUMAR NAVULUR, AUGUST 2017

See a better world.

# Locational information by itself can come from multiple sources



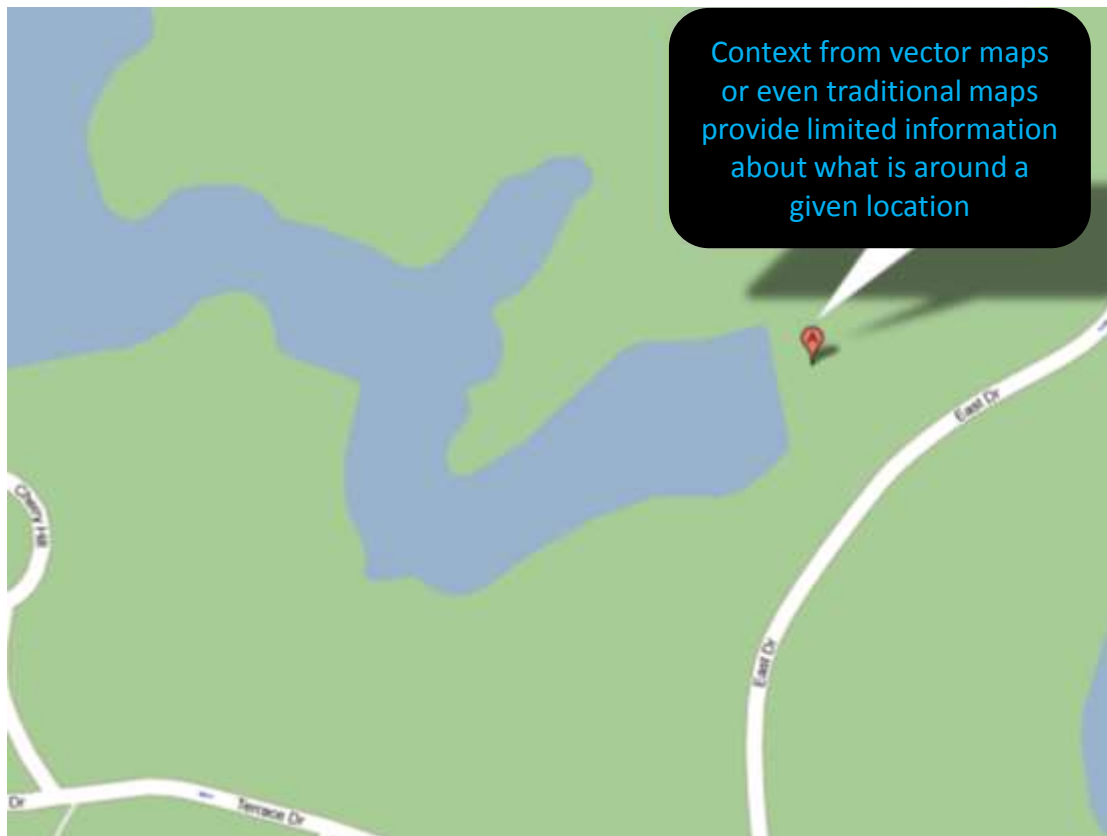
Location description such as coordinates, place names, etc. can come from multiple sources (imagery, GPS, social media, etc.)



Lat: 40°46'31.93"N  
Lon: 73°58'7.70"W

Not all of these sources provide a comprehensive picture of what is happening at a given location a.k.a context

# Locational information from maps provide limited context



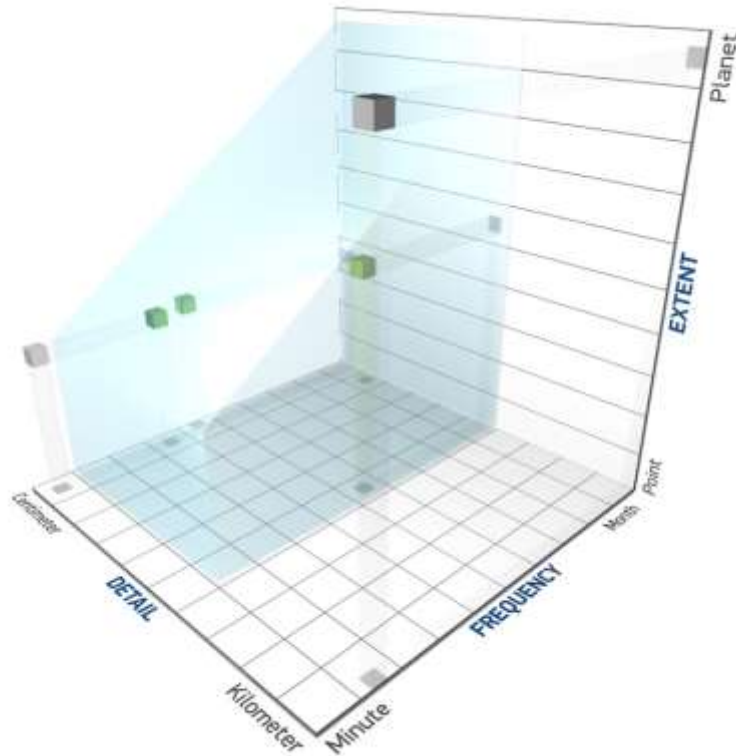
# High resolution imagery provides detailed context at global scale



Imagery provides incredible detail around a location and brings context/life to location information

Our high quality satellite imagery and product like vivid provides this incredible detail globally

# A framework for deriving location information from satellites



# We also need human geography to get to location intelligence



# Few examples of business insights we have supported with location intelligence derived from satellite imagery



## Retail store sales estimates

- Counting cars in parking lots



## Oil reserve estimates

- Estimating oil tank reserves with floating tops



## Steel inventories

- Volume estimation of steel piles



## Solar energy estimates

- Estimate roof tops with solar panels



## Bill board advertising

- Ideal location for bill boards based on road traffic

# Mapping moving objects in Moscow for bill board placement



■ Moving vehicles





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