Seeing a Better World through Public and Private collaboration -- A DigitalGlobe perspective

Jon Song, Chief Representative of DigitalGlobe China Office
Agenda

• DigitalGlobe Overview

• Nepal Earthquake Support and Crowdsourcing

• “Seeing a Better World™” Vision
DigitalGlobe is...
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

AVAILABLE VIA DIGITALGLOBE ARCHIVE

CURRENTLY IMAGING IN ORBIT
DigitalGlobe is...

The undisputed resolution king

1 m  
70 cm  
50 cm  
30 cm
Positioned to provide the support and stability our customers demand.

Over 1,300 employees spanning the globe
Nepal Earthquake Support and Crowdsourcing

ACQUIRED: 25.OCT.2014 (WV3)  ACQUIRED: 27.APR.2015 (WV3)

Dharahara Tower in Kathmandu, Nepal
Powerful Tasking Capabilities – 7 Days of Imagery Collections over Nepal
Leveraged Crowd for Quick Response – 58K+ Volunteers participated

2015 Earthquake in Nepal

Help disaster response teams by mapping damage from the recent deadly 7.8 magnitude earthquake that hit near Kathmandu, Nepal. Start by comparing before and after imagery and placing a tag in the center of every damaged building, damaged road and area of major destruction you find. To compare before and after imagery, press the "Q" and "W" keys on your keyboard or click the "Newest" and "Oldest" buttons in the bottom right corner of the map.

April 25 2015

Help us tag...
From Pixel to Insights – 21K+ Features identified
From Pixel to Insights – Damaged Buildings
Seeing a Better World™
Seeing a Better World™

By giving our customers the power to see the Earth clearly and in new ways, we enable them to make our world a better place.

“The surface of the Earth itself is an immense loom upon which the sun weaves the fabric of existence.”

Wade Davis, Author
Country Level Food Security Analysis

For a country, economists can make much more informed geopolitical recommendations to policy makers and development organization regarding food security for a country and its surrounding region:

• Agricultural crop inventory
• Agricultural crop health
• Agricultural monitoring & change detection
Infrastructure Development Impact Analysis

Analysts can create predictive and reactive impact assessments of large scale infrastructure development projects (Dams, Highways, etc.). In addition, economists can evaluate progress and/or compliance of large scale infrastructure projects:

- Environmental Land use / Land Cover before/after comparisons
- Infrastructure monitoring & change detection
Sustainability Impact Analysis

Environmental analysts can create much more useful assessments of human activity on the environment, especially with respect to watersheds:

• Vegetation Land use / Land Cover before/after comparisons
• Marine habitat mapping
• Environmental monitoring & change detection
• 3D Elevation Modeling
Global Development Outcomes through Seeing a Better World™

- Geospatial Content
- Sustainability
- Capacity Building
Thank You!

www.digitalglobe.com