

# DISCOVERY DAY GENEVA 2016

Wednesday, May 11<sup>th</sup>, 2016  
World Meteorological Organization (WMO)



UNITED NATIONS  
Office for Outer Space Affairs

Hosted By:



Supported By:



# AGENDA

- 09:10 | **Welcome Address** | 13:30
- Simonetta Di Pippo, *Director*, **OOSA**
- Robert Samors, *Senior External Relations Manager*,  
**GEO Secretariat**
- 09:30 | **Introduction: the OOSA Liaison in Geneva and the Discovery Day Series**
- Luc St-Pierre, *Chief of Space Applications Section*,  
**UN OOSA**
- 09:50 | **Remarks by OCHA Emergency Services Branch**
- 10:10 | **Leveraging Space Technology for Monitoring**
- Alex Gow, *Manager - Sales Engineering*,  
*DigitalGlobe*, **DigitalGlobe**
- 10:40 | **Coffee Break & Networking**
- 11:10 | **GMV presentation: Satellites Enhancing Livelihoods**
- María Julia Yagüe Ballester, *Copernicus Programme Project Manager*, **GMV**
- 11:40 | **Big Data & Crowdsourcing for Geospatial Governance**
- Iain MacInnes, *Senior Manager*, **DigitalGlobe**
- 12:10 | **Case Study 1**
- Speaker, **ICRC**
- 12:30 | **Interactive Panel Discussion & Key Take Aways**
- Speakers: **DigitalGlobe** and **UN** experts
- Moderator: Lorant Czarán, *Programme Officer*, **UN OOSA**
- 12:45 | **Lunch Break & Networking**

## Demonstrations & Applications:

Informal sessions in small groups where you can discuss & debate specific topics and learn from live demonstrations of products and applications, including:

### DigitalGlobe Basemap

Global Basemap delivers baseline context that enables users to better understand and analyze specific geographies of interest, whether they be state-wide, country-wide, regional, or global. Using complete, high- and mid-resolution, accurate orthorectified imagery coverage and providing continual updates, Global Basemap provides the most relevant imagery basemap available to the market.

### Resolution & Multi-Spectral Showcase

Spatial resolution is used to describe the level of detail that can be observed on the ground. An image at 30cm resolution represents an area on the ground of 30cm by 30cm. This means that the higher the resolution is, the more information you can extract from it.

However, it's not only about what the human eye can see. Humans can capture a spectral range in the region of 400 to 700 nanometers. Worldview-3 can go way beyond that spectrum with its 16 bands – 8 multispectral bands and 8 shortwave infrared bands. The applications of these bands are diverse, ranging from vegetation analysis, bathymetric studies, habitat mapping and mineral mapping.

This showcase will focus on practical examples of why and how resolution and spectral diversity matter when making decisions.

### Crowdsourcing

To gain actionable insight about important locations, objects, and events across the globe, our crowdsourcing platform taps into an online network of thousands of imagery analysts. Using an intuitive web interface and advanced geospatial consensus algorithms, the DigitalGlobe Crowdsourcing platform transforms pixels into answers.

Exploiting satellite imagery with human analysts is an expert process that takes time. By applying hundreds or thousands of people to the problem, DigitalGlobe Crowdsourcing increases the scale and speed of analysis immensely, while still retaining the accuracy of human insight.

### Geospatial Big Data

Through our Geospatial Big Data platform users gain cloud-based access to DigitalGlobe's vast current and historical library of geospatial data along with the tools and algorithms necessary to extract useful information from that data — at scale. This creates the ideal ecosystem for you to create new solutions without the cost of owning and operating costly data and IT infrastructure.