

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

*Jon Song, Chief Representative of DigitalGlobe China Office*



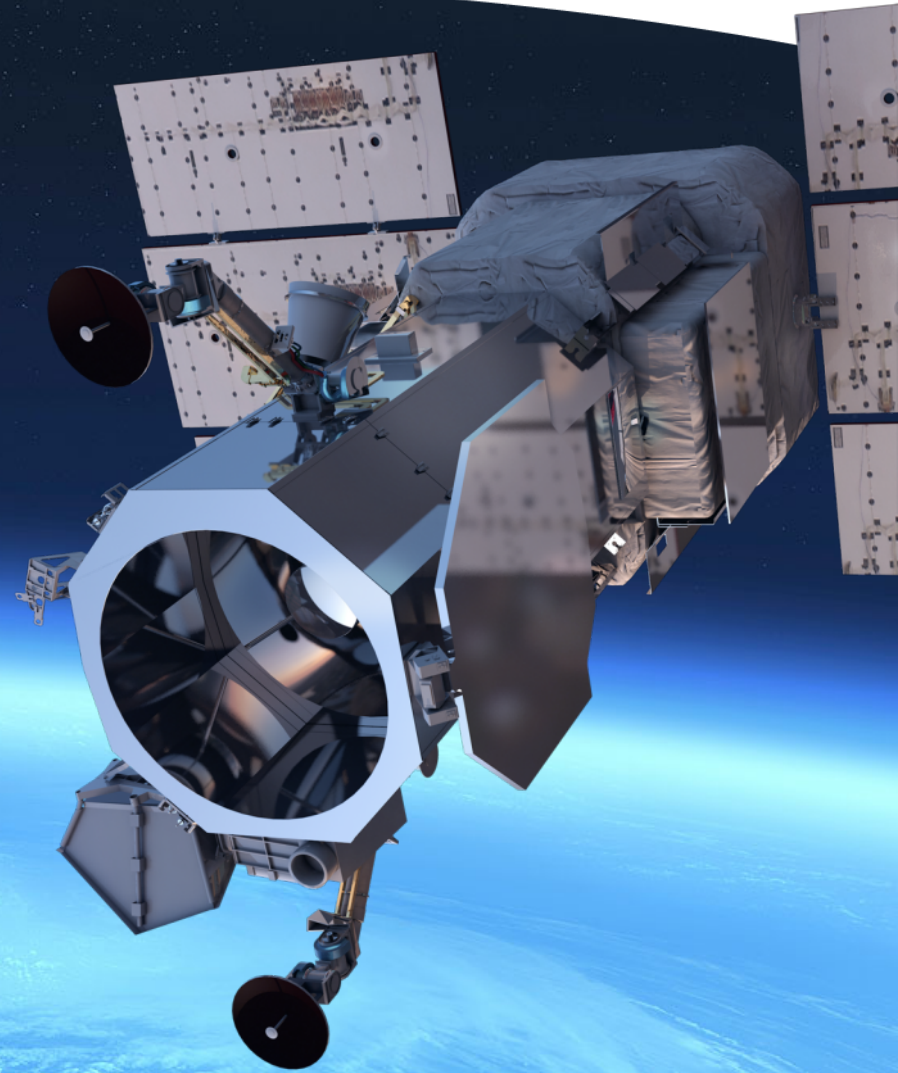
Beijing Capital Airport | Nov 12 2014 | Worldview 3

# Agenda

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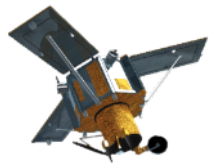
- DigitalGlobe Overview
- Nepal Earthquake Support and Crowdsourcing
- “Seeing a Better World™” Vision

DigitalGlobe is...



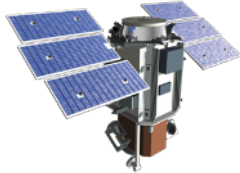
DigitalGlobe is...

# The market leader in remote sensing



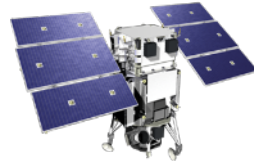
**IKONOS®**

.82 meter resolution  
9 m CE90



**QuickBird®**

.65 meter resolution  
23 m CE90



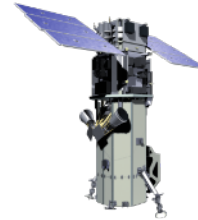
**WorldView-1®**

.50 meter resolution  
<4 m CE90



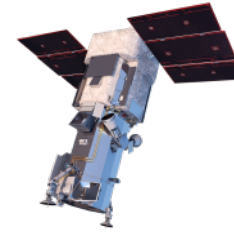
**GeoEye-1®**

.46 meter resolution  
<3.5 m CE90



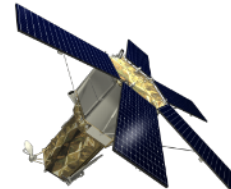
**WorldView-2®**

.46 meter resolution  
<3.5 m CE90



**WorldView-3®**

.30 meter resolution  
<3.0 m CE90

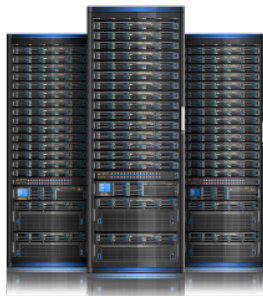


**WorldView-4®**

Launch scheduled:  
Fall 2016

**CURRENTLY IMAGING IN ORBIT**

**AVAILABLE VIA DIGITALGLOBE ARCHIVE**



DigitalGlobe is...

# The undisputed resolution king

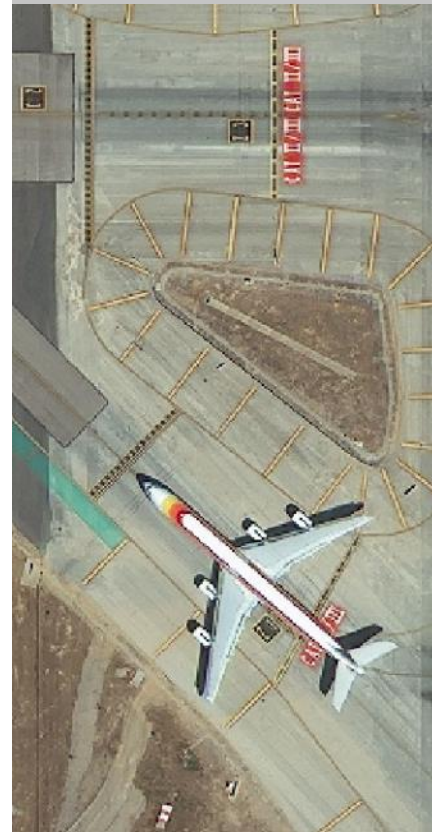
1 m



70 cm



50 cm



30 cm



DigitalGlobe is...

# Positioned to provide the support and stability our customers demand.

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Over 1,300 employees  
spanning the globe

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Stock symbol:

**DGI**  
**LISTED**  
**NYSE®**



HEADQUARTERS  
COLORADO USA

# Nepal Earthquake Support and Crowdsourcing

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

ACQUIRED: 25.OCT.2014 (WV3)

ACQUIRED: 27.APR.2015 (WV3)



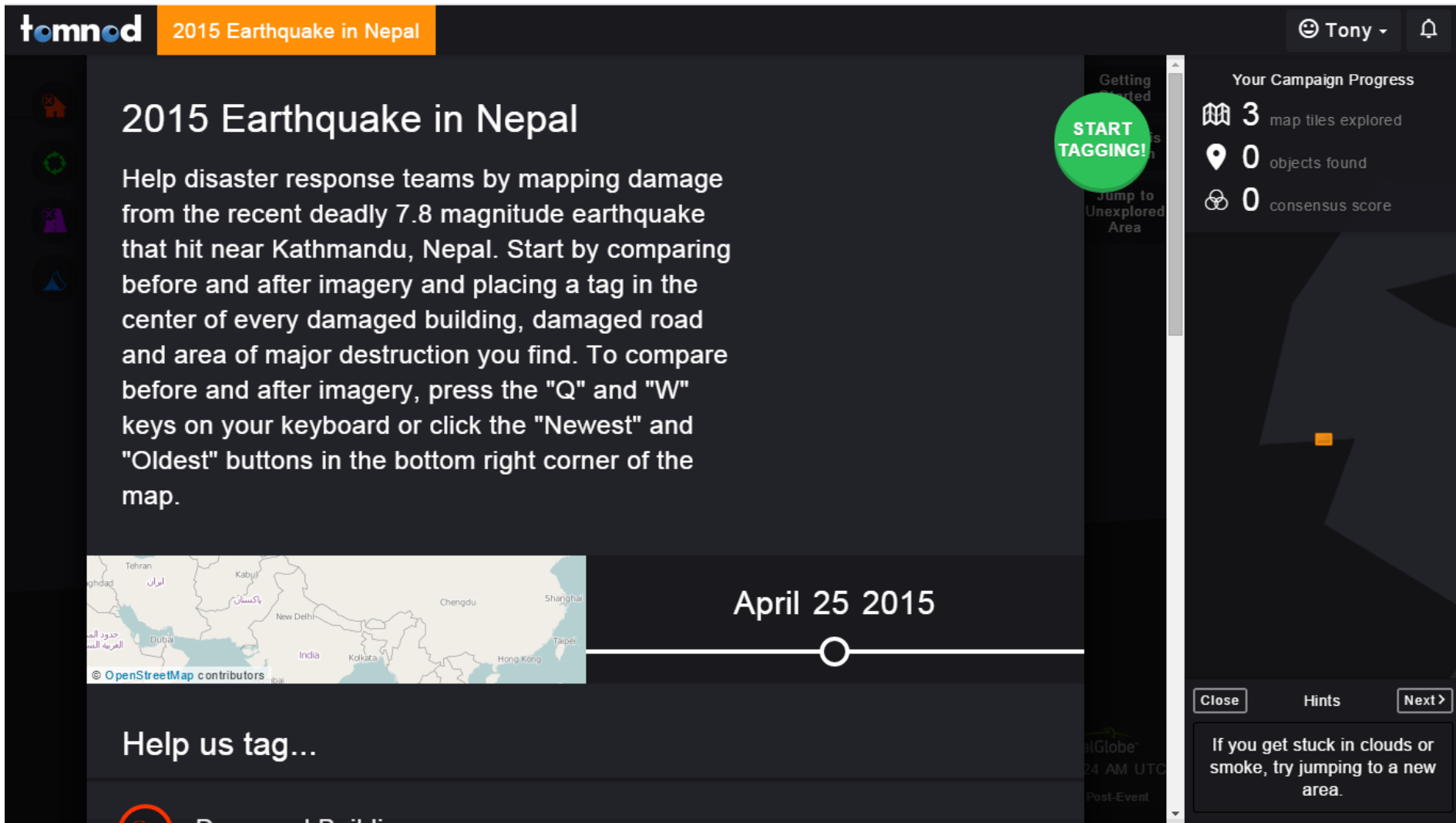
Dharahara Tower in Kathmandu, Nepal



# Powerful Tasking Capabilities – 7 Days of Imagery Collections over Nepal

The screenshot displays the DigitalGlobe web interface. At the top, navigation tabs include 'Imagery Available', 'My Imagery', 'Map View', 'Use With', 'Supplemental Layers', and 'Analytics'. A user profile for 'Tony Frazier' is visible in the top right. A search bar contains the text 'nepal'. A dropdown menu is open, showing filtering options: 'Show less than 24 hours', 'Show less than 7 days' (which is selected), 'Show less than 30 days', 'Show less than 6 months', 'Show less than 1 year', and 'Show all'. The map shows Nepal highlighted in orange, with surrounding regions like Uttar Pradesh, Bihar, and Bhutan also labeled. A zoom level of 7 is indicated at the bottom left, along with a scale bar for 100 km and 50 mi. The URL at the bottom is <https://evwhs.digitalglobe.com/myDigitalGlobe/#>.

# Leveraged Crowd for Quick Response – 58K+ Volunteers participated



**tomnod** 2015 Earthquake in Nepal

**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.

Getting Started  
Jump to Unexplored Area

**START TAGGING!**

**Your Campaign Progress**

- 3 map tiles explored
- 0 objects found
- 0 consensus score

April 25 2015

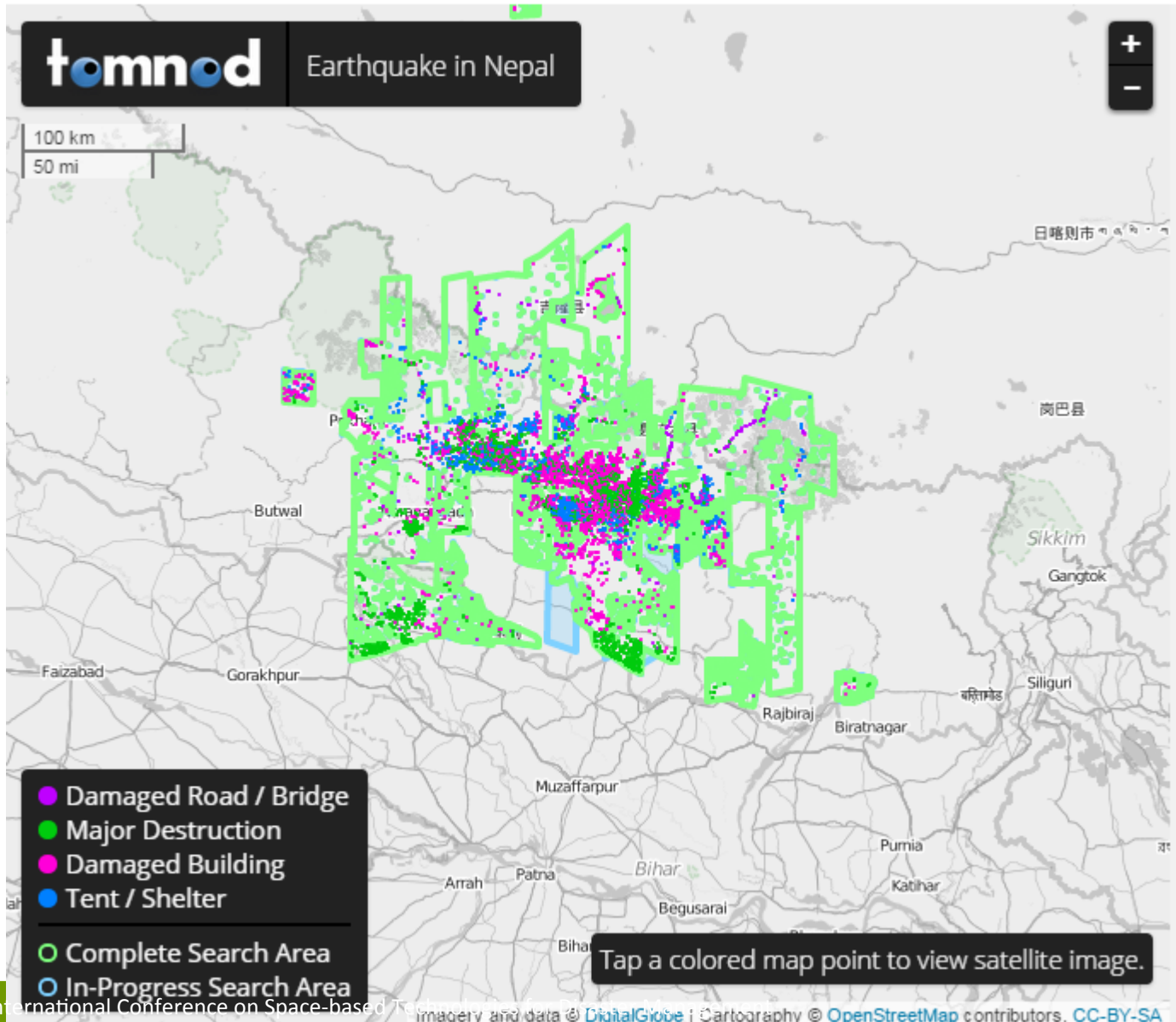
© OpenStreetMap contributors

Help us tag...

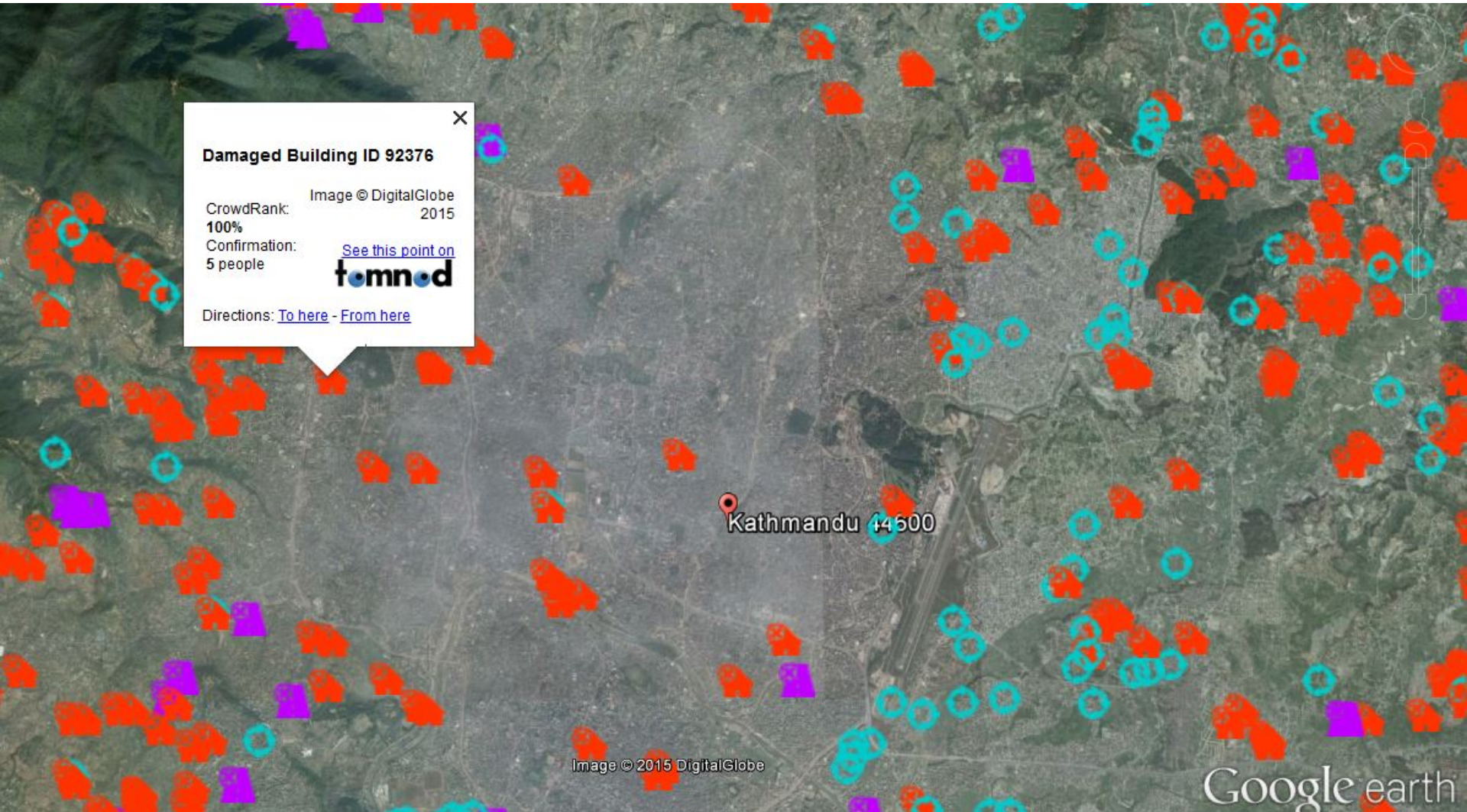
Close Hints Next >

If you get stuck in clouds or smoke, try jumping to a new area.

# From Pixel to Insights – 21K+ Features identified



# From Pixel to Insights – Damaged Buildings



# Seeing a Better World™

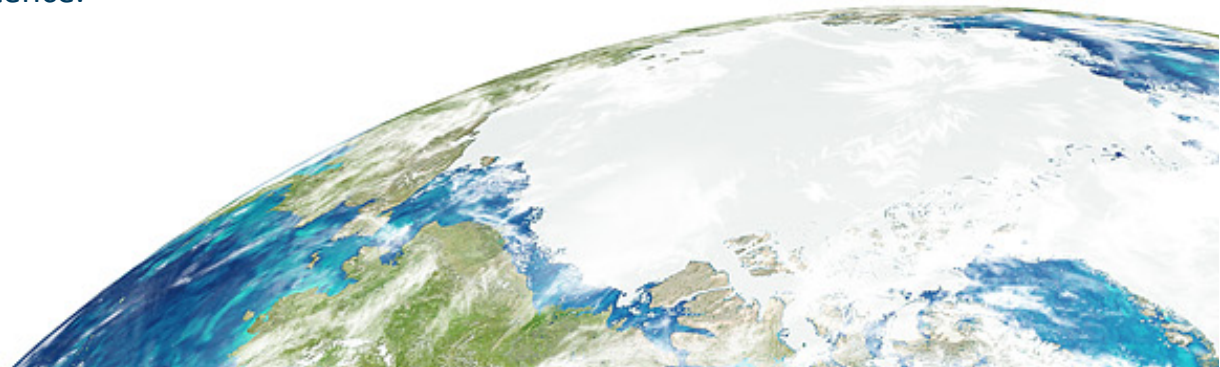
# Seeing a Better World™

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*





Food and  
Nutrition Security

## 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

## 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

## 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™





**Thank You!**

[www.digitalglobe.com](http://www.digitalglobe.com)