

DigitalGlobe for Natural Disaster Management

Vasudeva Rao, Manager, Sales Engineering

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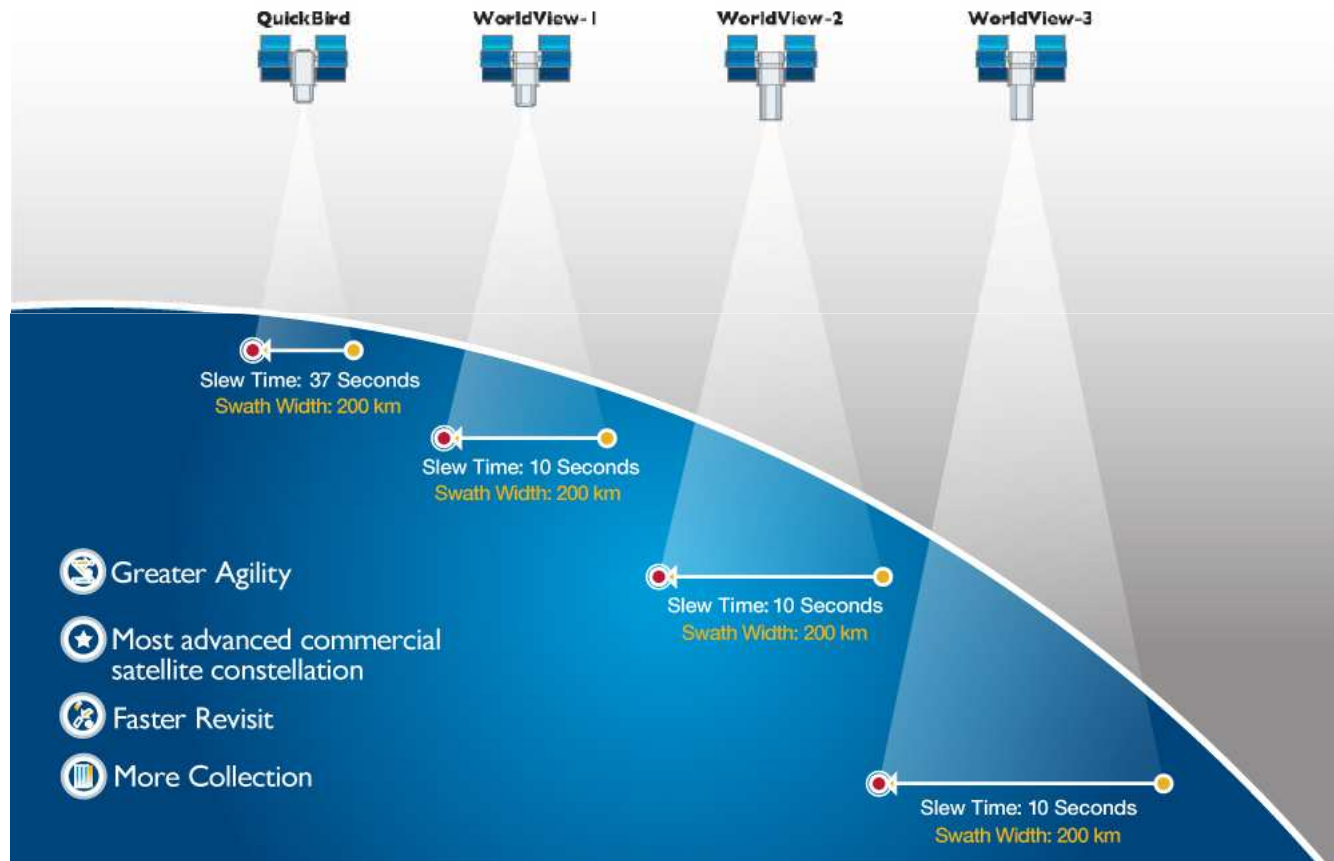
DigitalGlobe Constellation

The best view of the Earth

A satellite image of Barrow, Alaska, showing a coastal town with buildings, roads, and several large, irregularly shaped ponds. The town is situated on a narrow strip of land, with a large body of water to the left. The image is taken from a high angle, showing the layout of the town and the surrounding landscape. The DigitalGlobe logo is visible in the bottom right corner of the image.

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The best view of the Earth





Content

The world's largest, consistently refreshed commercial imagery library

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The world's largest, consistently refreshed commercial imagery library



What it is

Premium imagery covering major operating areas worldwide that has the ability to integrate with existing GIS implementations.

- Base Products
- Stereo
- Ortho Series
- Global Basemap
- Aerial

Who it's for

Professionals who need to:

- Identify the world's natural resources, monitor pipelines and facilities
- Understand the earth's environmental condition
- Protect homelands and borders
- Respond to emergencies and natural disasters; then recover
- Plan investments in multi-million dollar infrastructure development

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Coverage

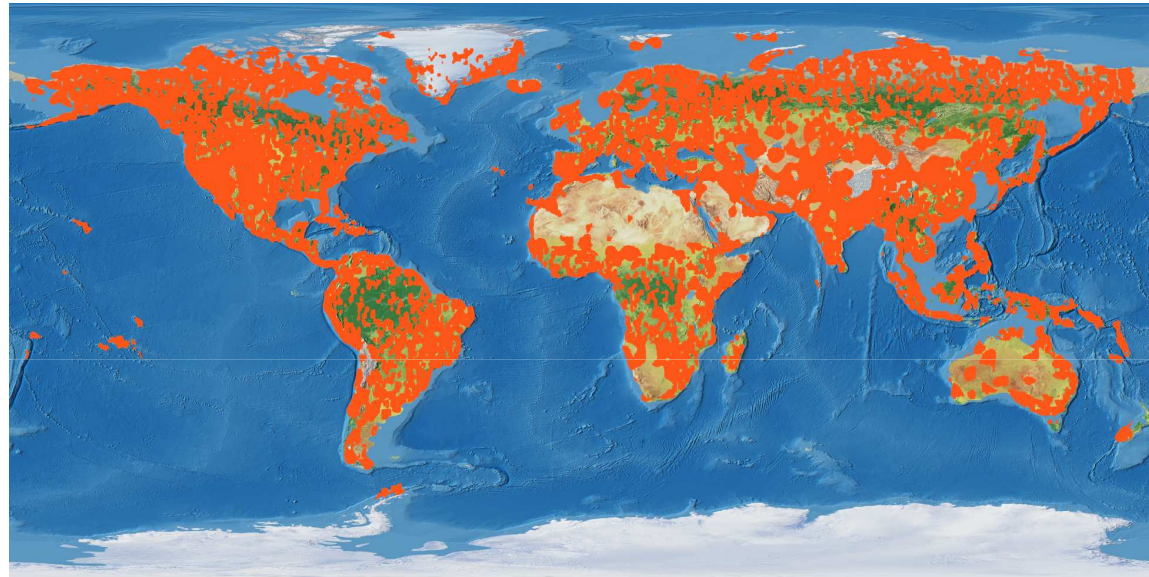
See more of the Earth


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See more of the Earth

Coverage

30 days collection



- **More access** – three satellites with the most agile technology
- **Better collection** – 2/3 of the earth's landmass captured every 90 days
- **Faster refresh** – 33% of archive is less than one year old
- **Content leader** – with more than 1.8 billion km²
- **Two million km²** added each day – roughly the size of Mexico

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Currency

See the Earth now



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See the Earth now



Deliver images within hours after collection



Only company offering on-demand access and download



Ability to refresh imagery from the same location almost daily

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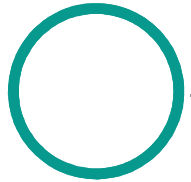
Accuracy

See the Earth the way it is



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See the Earth the way it is



Platform	Accuracy Levels
QuickBird	<ul style="list-style-type: none">• 23m CE90 or better• Quick production
WorldView-1 WorldView-2	<ul style="list-style-type: none">• 5.0m CE90 or better• Broad coverage with high accuracy for mapping and feature extraction
Precision Aerial	<ul style="list-style-type: none">• 2.6m CE90• United States and Western Europe





Information/Insight

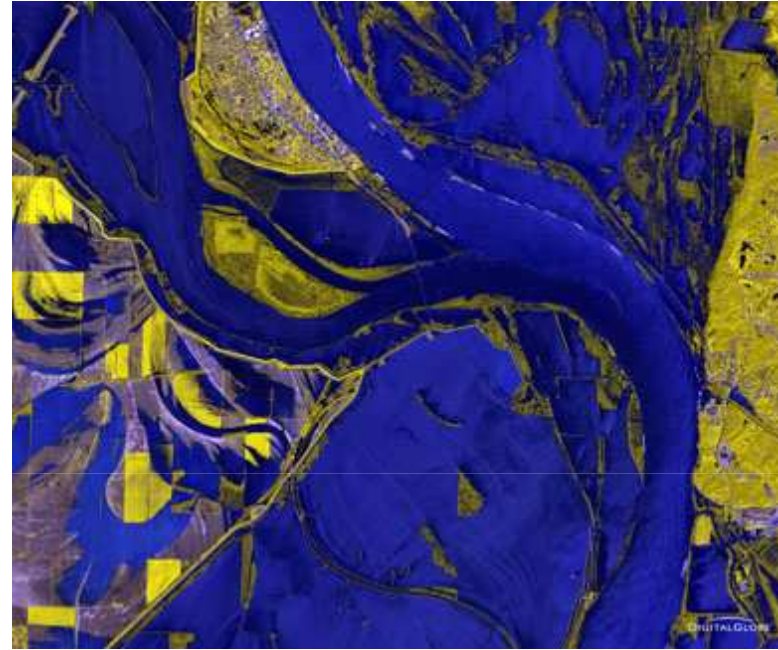
Analyzing the past to prepare for the future


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Analyzing the past to prepare for the future



Flooding in the Midwest (Cairo, Illinois)



This multispectral band combination illuminates the flooded areas. In this instance, the flooded areas are blue while the healthy vegetation is yellow.

What it is

Analytical insights of global events and changes to support decision-making

- Custom Analysis
- Vegetative Analysis
- Change Detection
- Volumetrics

Who it's for

Government agencies and other organizations with the need to monitor and analyze long-term trends—defense, homeland security, economic, and environmental.

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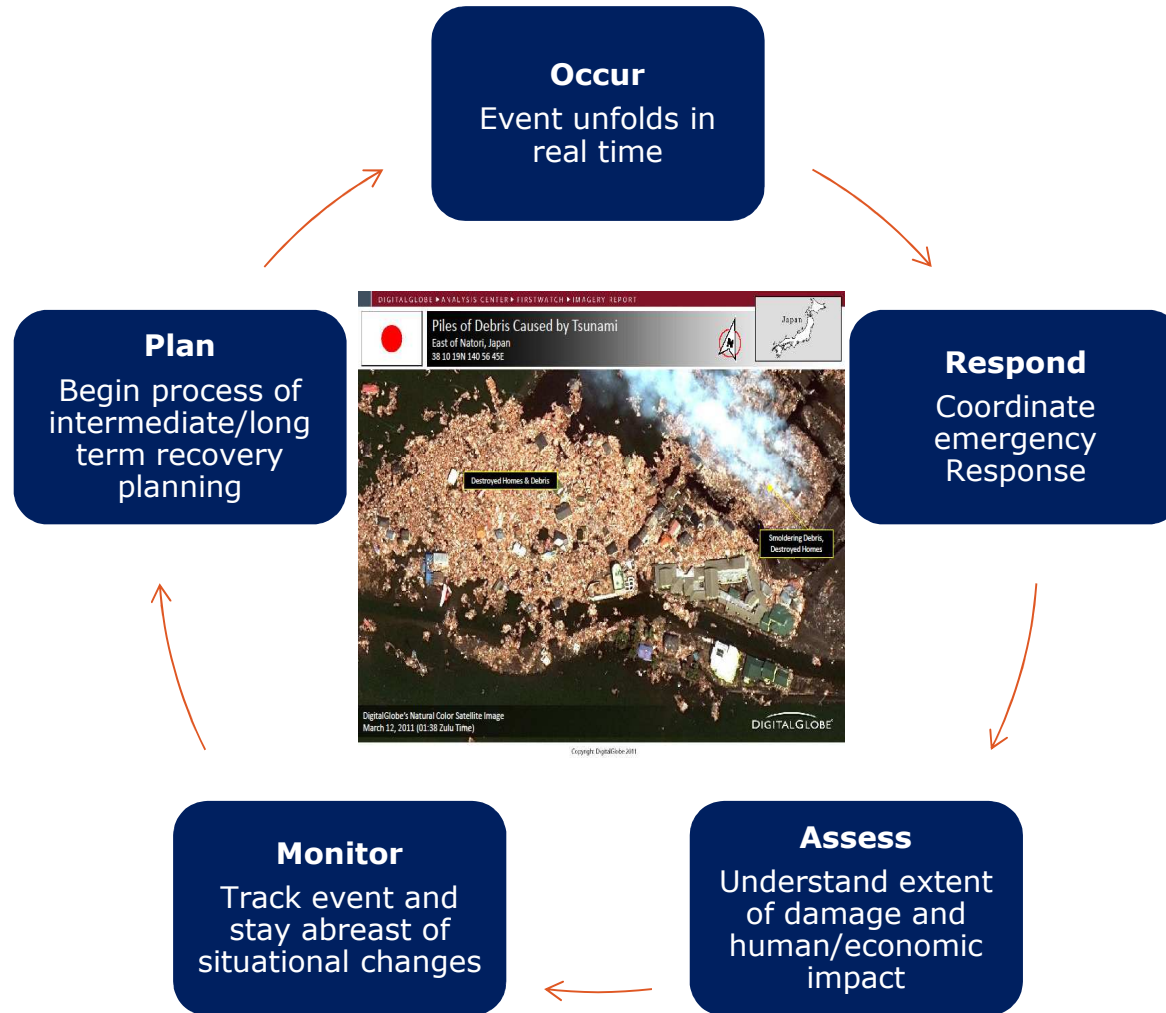
Getting Value from Satellite Imagery

A common visual communication solution across borders, languages, people, politics and agencies

- Evidence-based reporting for all levels of Government
- Effective Land Designation, Use and Management
- National and State Policy Planning and Enforcement
- Betterment Policies for People and Industries
- Land Registration for Inheritance, Census and Entitlement
- Environmental Protection
- National Security
- **Emergency and disaster response**



Understanding Event Cycle for Emergency Response



Enabling Emergency Response: FirstLook

- Product provides 24X7 monitoring of world events.
- Centralized one-stop-center for relevant imagery and post disaster insights and reports
 - Images straight from the source.
 - Direct integration into planning process!
- Provides
 - Monitoring Team
 - Priority Tasking
 - Online Imagery Viewing Tool
 - Rapid access to current imagery of events



70 events in 2010
> 80 events in 2011

Leveraging DigitalGlobe's Analysis Center



Unlimited and direct access to the world's largest and most comprehensive library of sub-meter satellite imagery dating to 2002



The ability to collect and analyze imagery repeatedly of any point in the world—no matter how inaccessible due to political or geographic conditions



A team of experienced imagery analysts, geospatial analysts and regional experts, all supported by an extensive in-house scientific, R&D and technical organization



A federated network of regional, market, industry and subject matter experts

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Enabling Disaster Management

A Decade of Humanitarian Assistance And Disaster Response

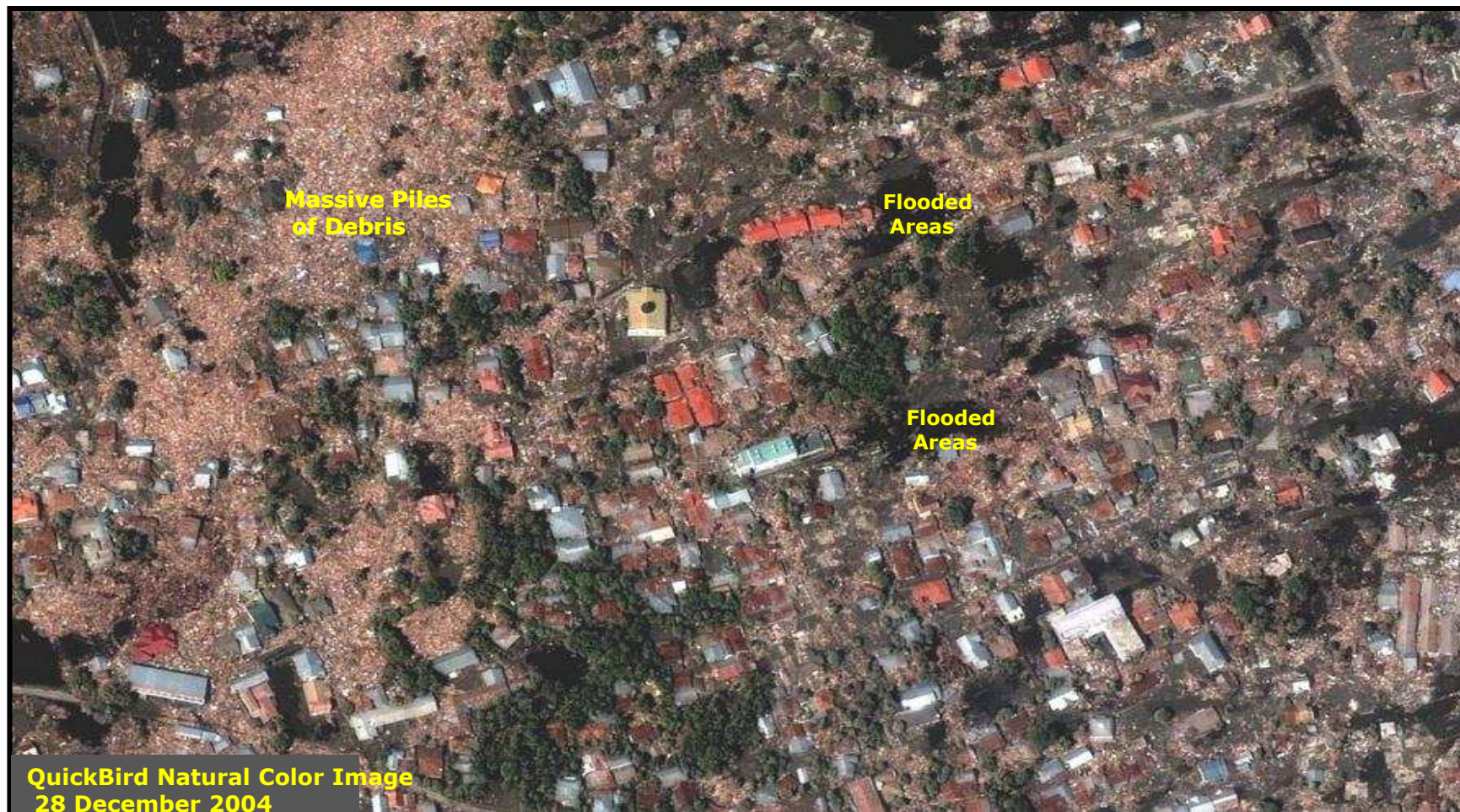


¹ David B. Sandalow; Assistant Secretary for Oceans and International Environmental and Scientific Affairs; June 6, 2000

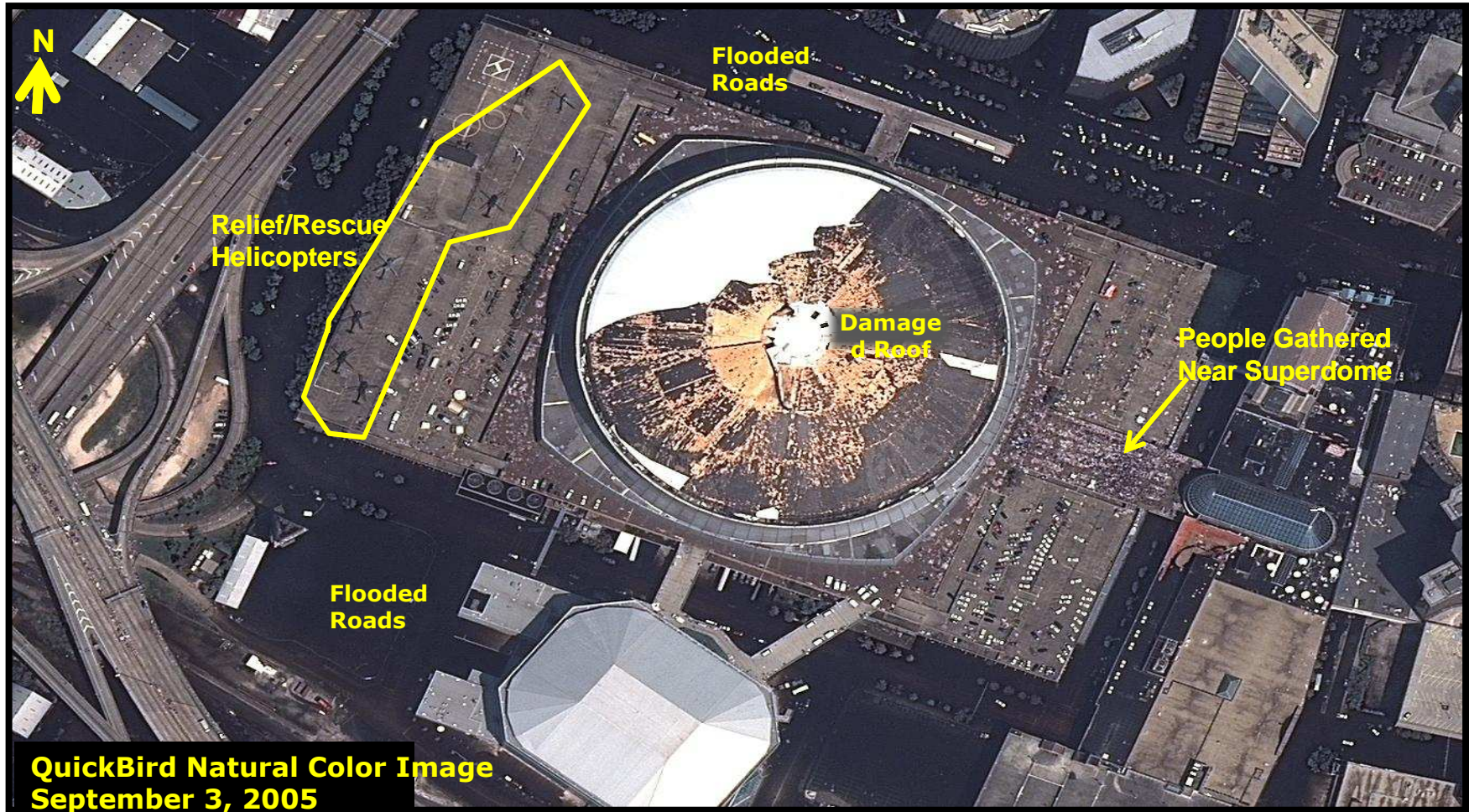
Kalutura, Sri Lanka: Receding Waters from Tsunami



Banda Aceh: After the Tsunami



New Orleans: Aftermath of Hurricane Katrina

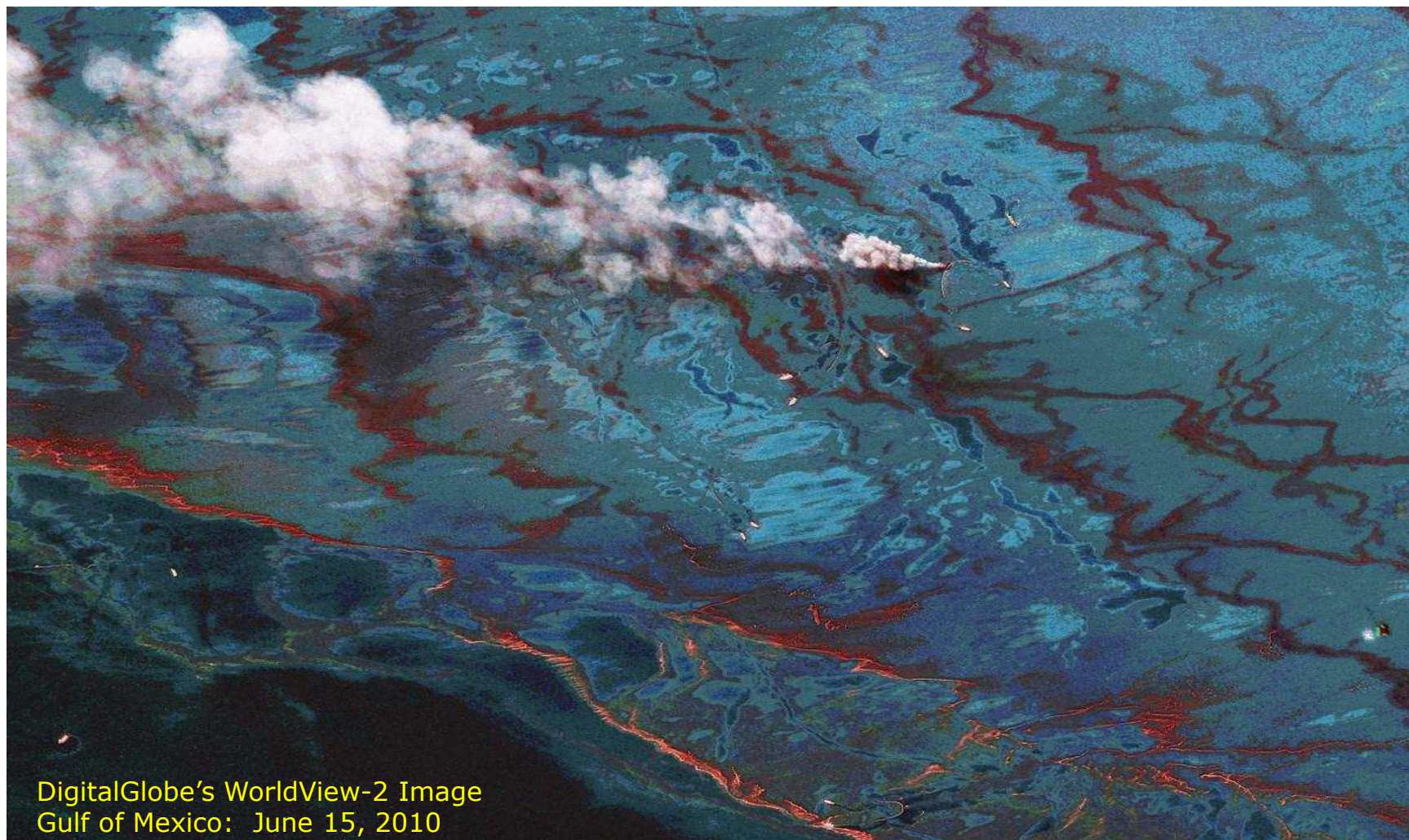


Gulf of Mexico: Oil Spill



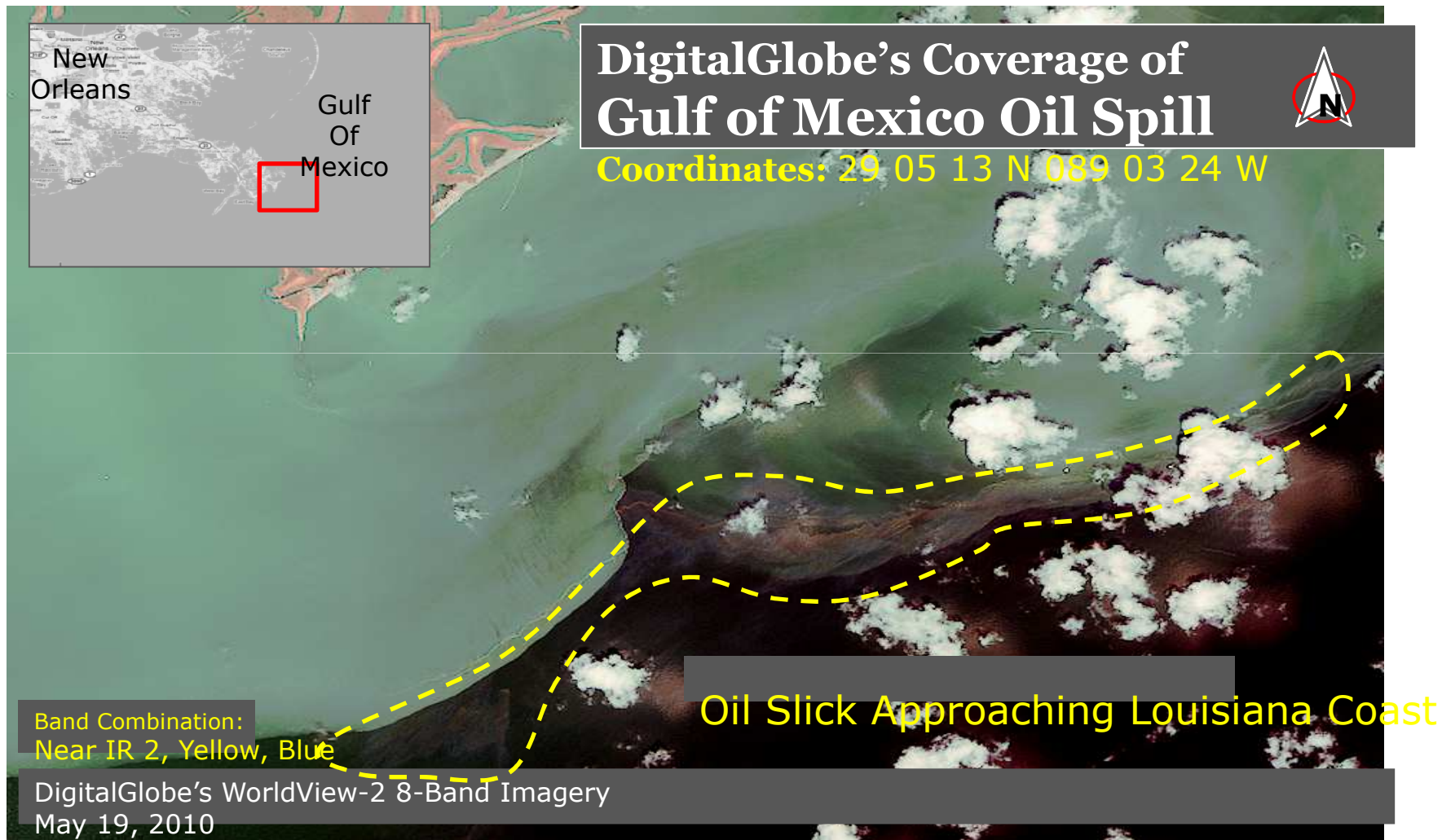
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Gulf of Mexico: Oil Spill

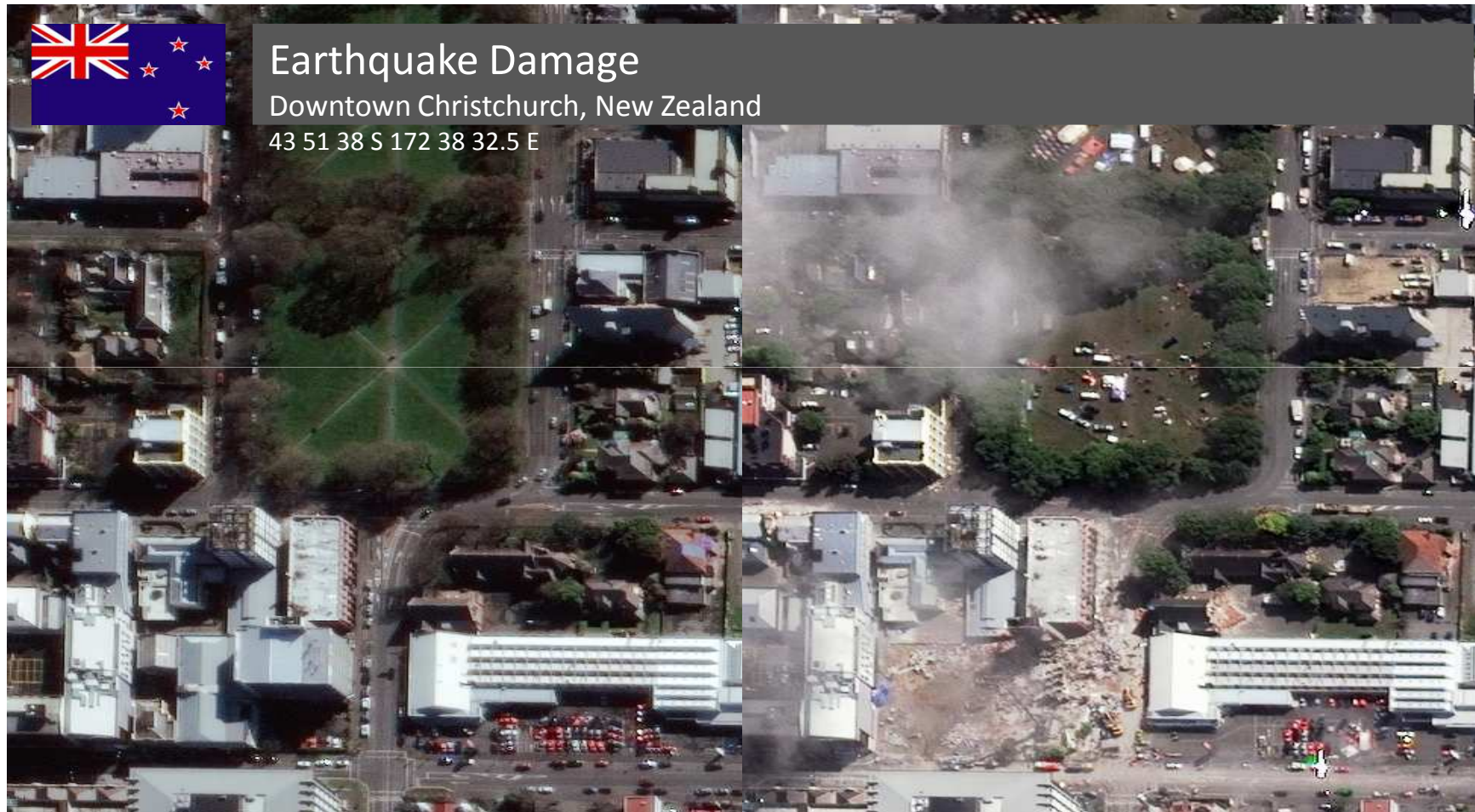


DigitalGlobe's WorldView-2 Image
Gulf of Mexico: June 15, 2010

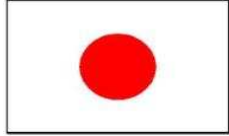
Gulf of Mexico: Oil Spill



Downtown Christchurch: After Earthquake



Japan : After Tsunami



Flooding Caused by Tsunami

Minamisoma, Japan
37 37 50N 141 00 15E



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Japan : After Tsunami



Tsunami Damage

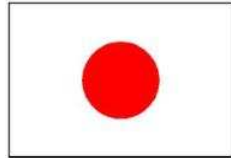
Natori, Japan

38 10 23N 140 56 45E



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Japan : After Tsunami



Piles of Debris Caused by Tsunami

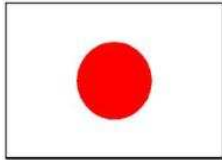
East of Natori, Japan
38 10 19N 140 56 45E



Destroyed Homes &
Debris

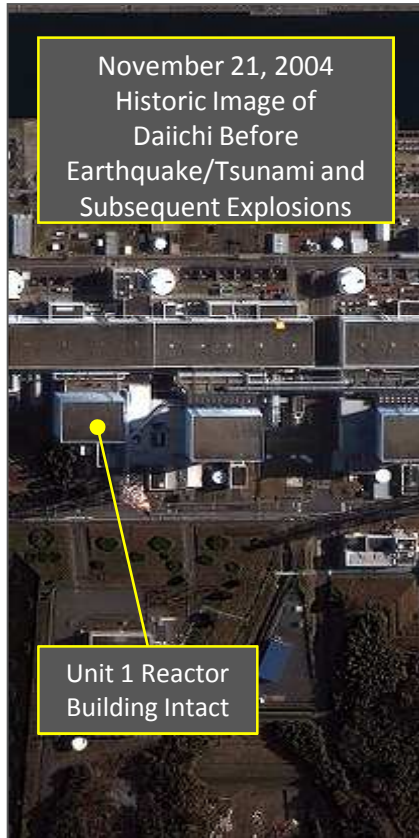
Smoldering
Debris,
Destroyed
Homes

Japan : After Tsunami

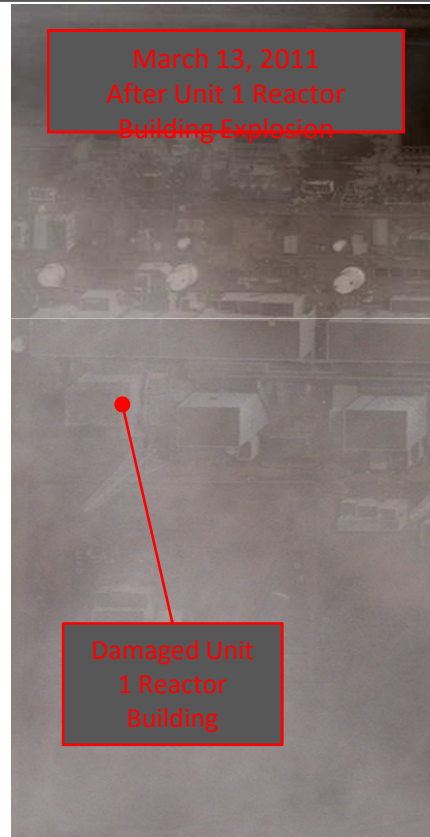


Fukushima Dachi Nuclear Power Plant

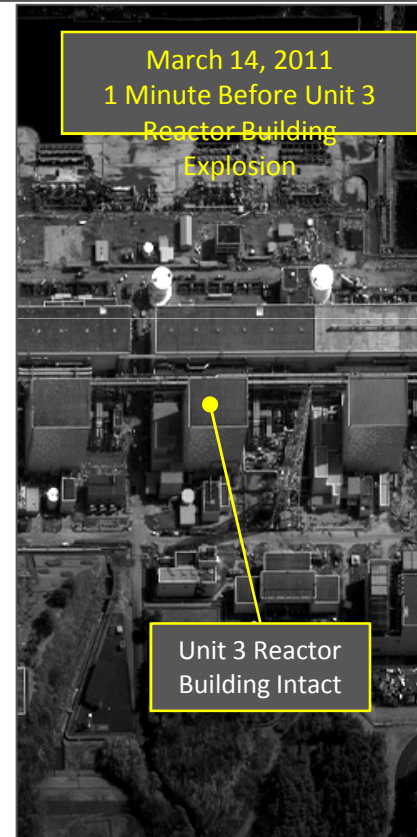
Okuma, Japan
37 25 18N 141 01 56E



DigitalGlobe's Natural Color Satellite Image
November 21, 2004



DigitalGlobe's Natural Color Satellite Image
March 13, 2011 (00:52 GMT)



DigitalGlobe's Panchromatic Satellite Image
March 14, 2011 (02:00 GMT)



DigitalGlobe's Natural Color Satellite Image
March 14, 2011 (02:04 GMT)

Japan : After Tsunami



Fukushima Dachi Nuclear Power Plant

Okuma, Japan

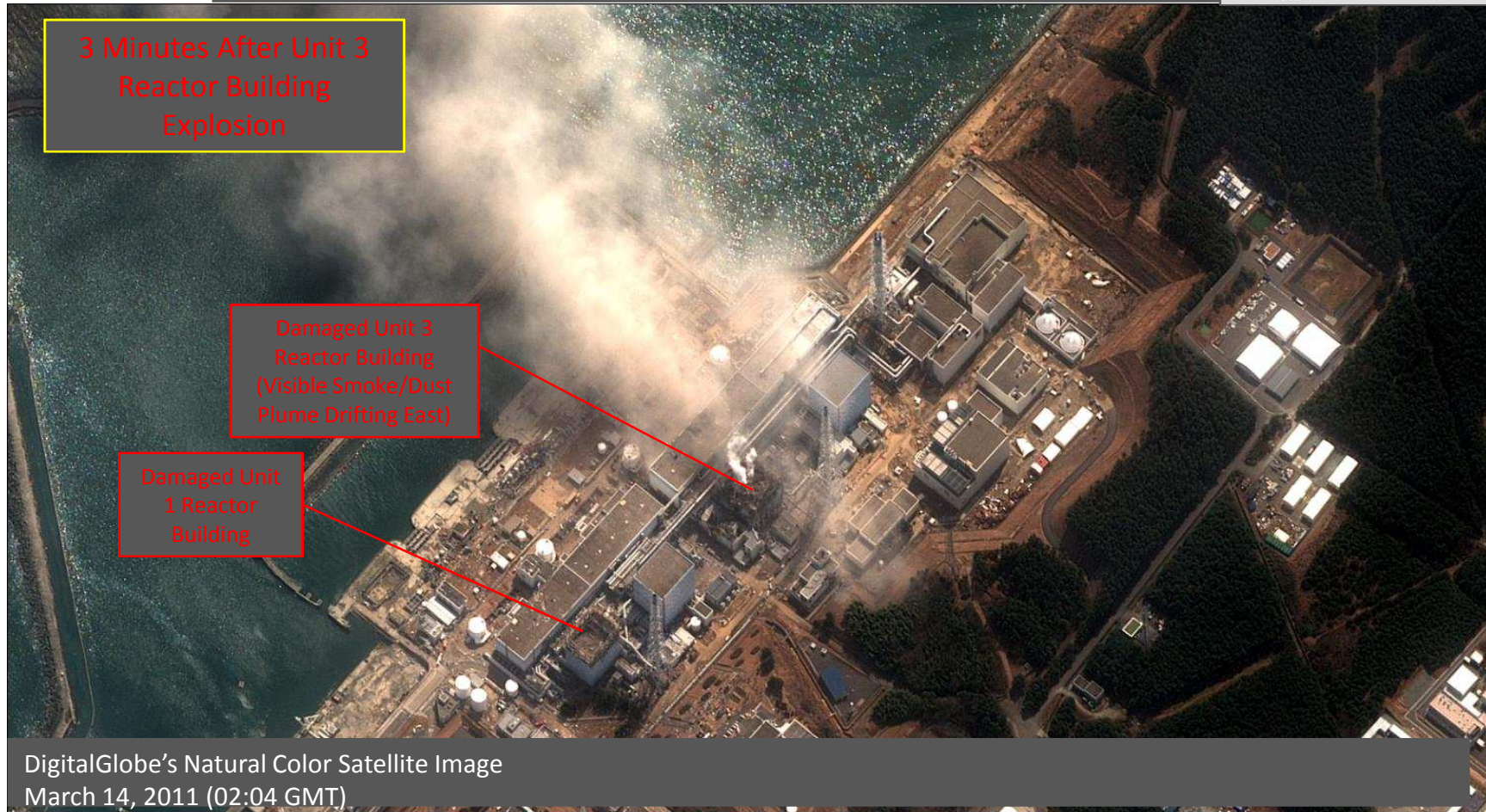
37 25 18N 141 01 56E



3 Minutes After Unit 3
Reactor Building
Explosion

Damaged Unit 3
Reactor Building
(Visible Smoke/Dust
Plume Drifting East)

Damaged Unit
1 Reactor
Building



DigitalGlobe's Natural Color Satellite Image
March 14, 2011 (02:04 GMT)



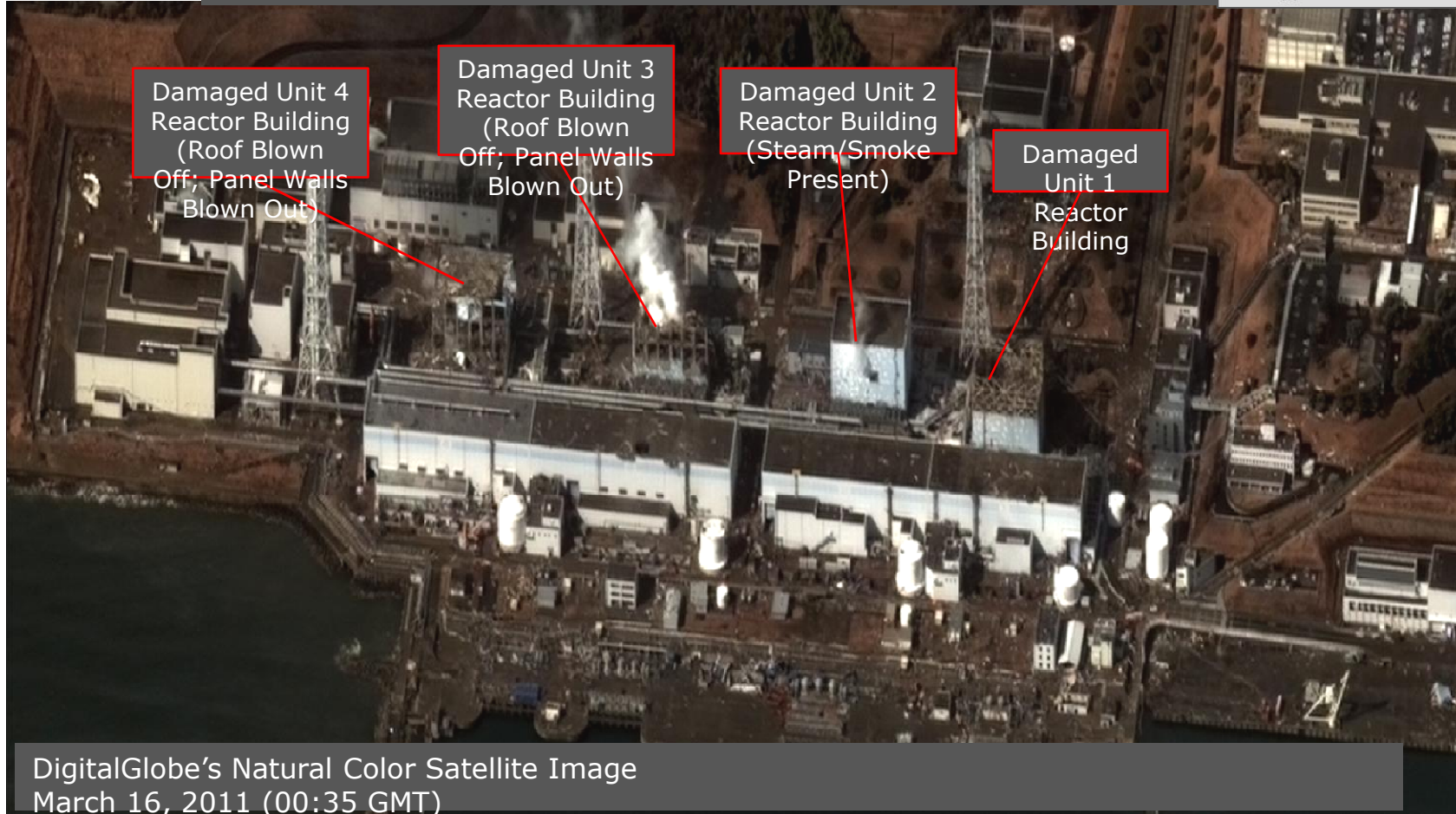
Japan : After Tsunami



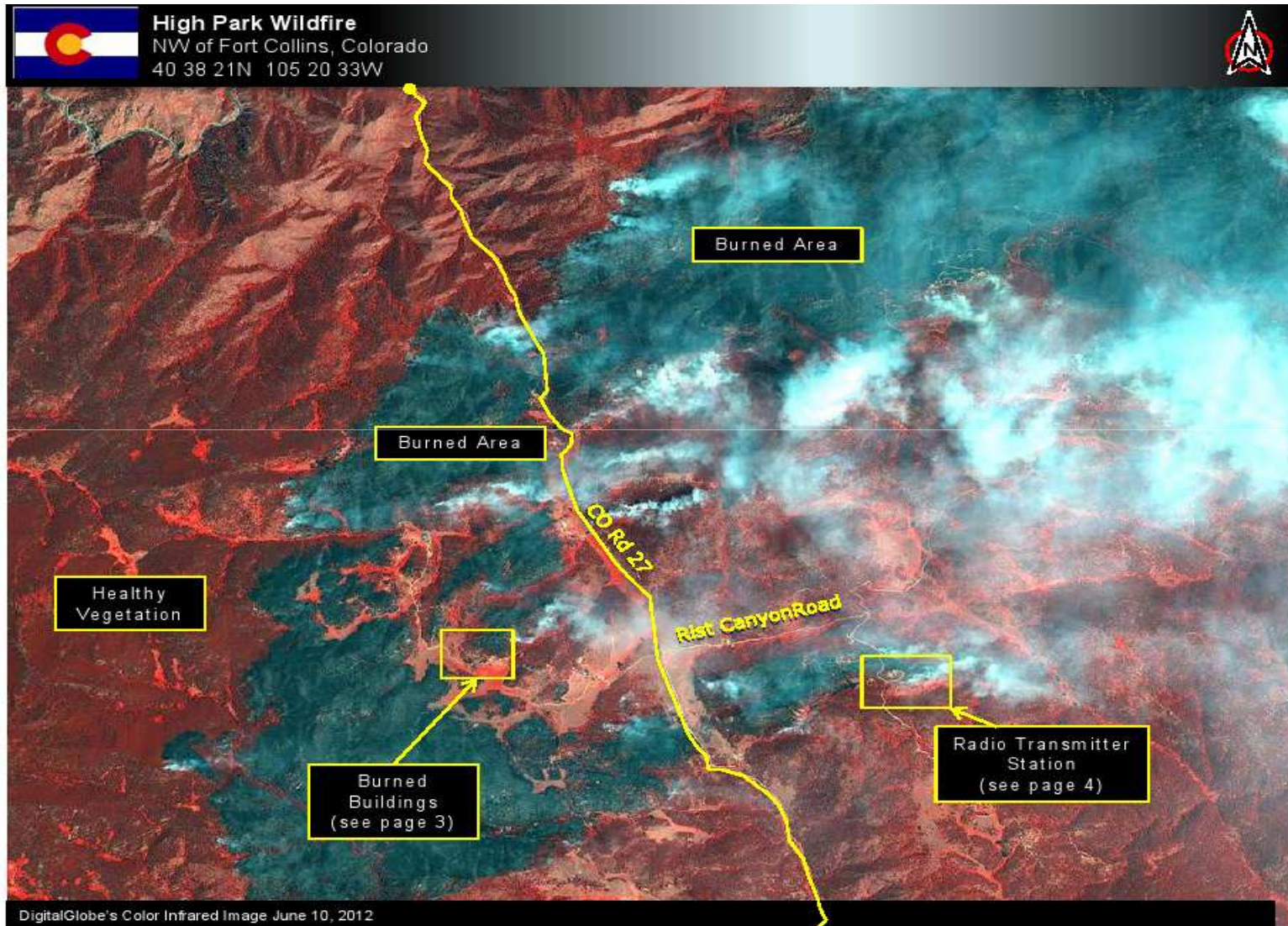
Fukushima Dachi Nuclear Power Plant

Okuma, Japan

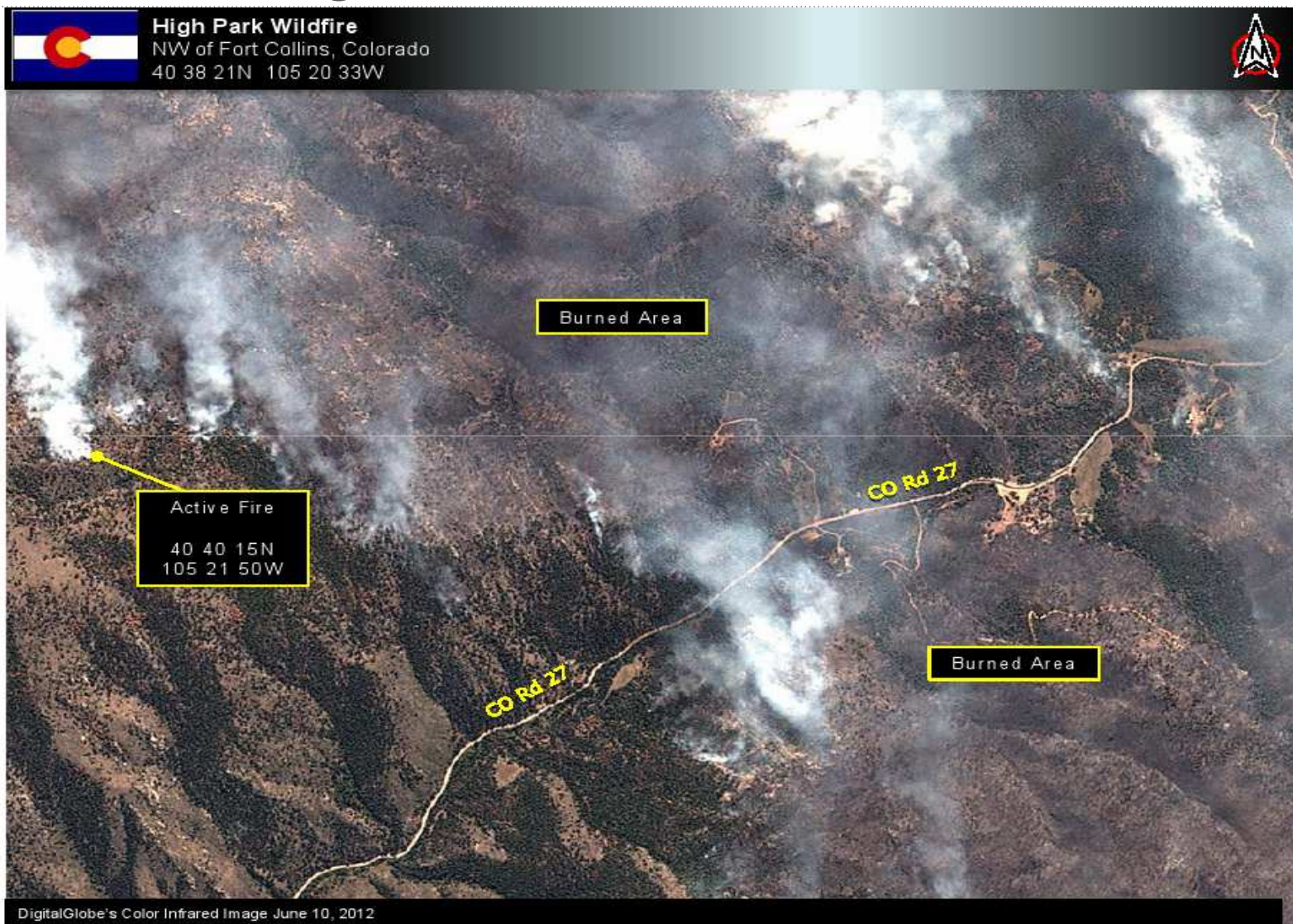
37 25 18N 141 01 56E



Colorado : High Park Wildfire



Colorado : High Park Wildfire



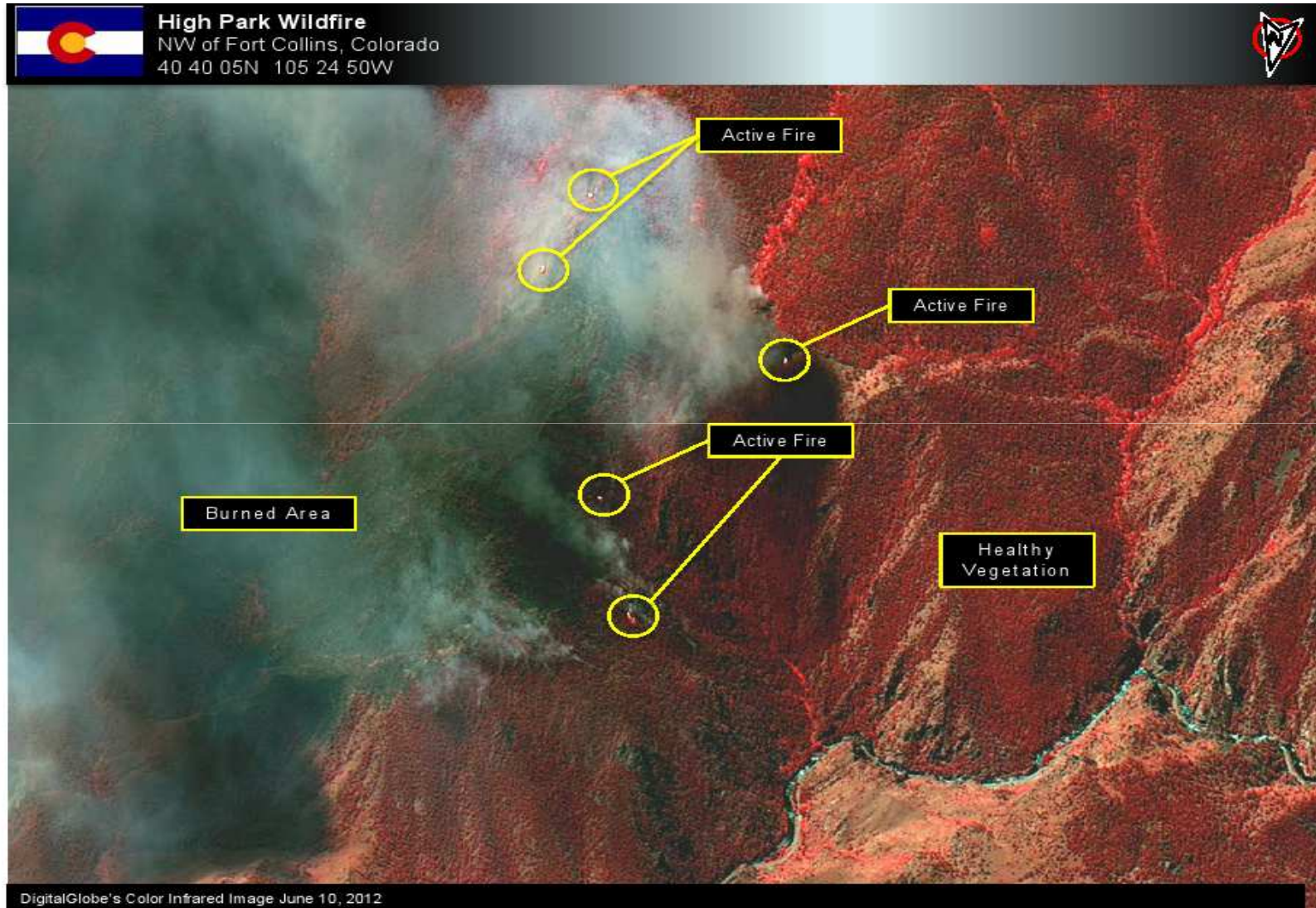
Colorado : High Park Wildfire



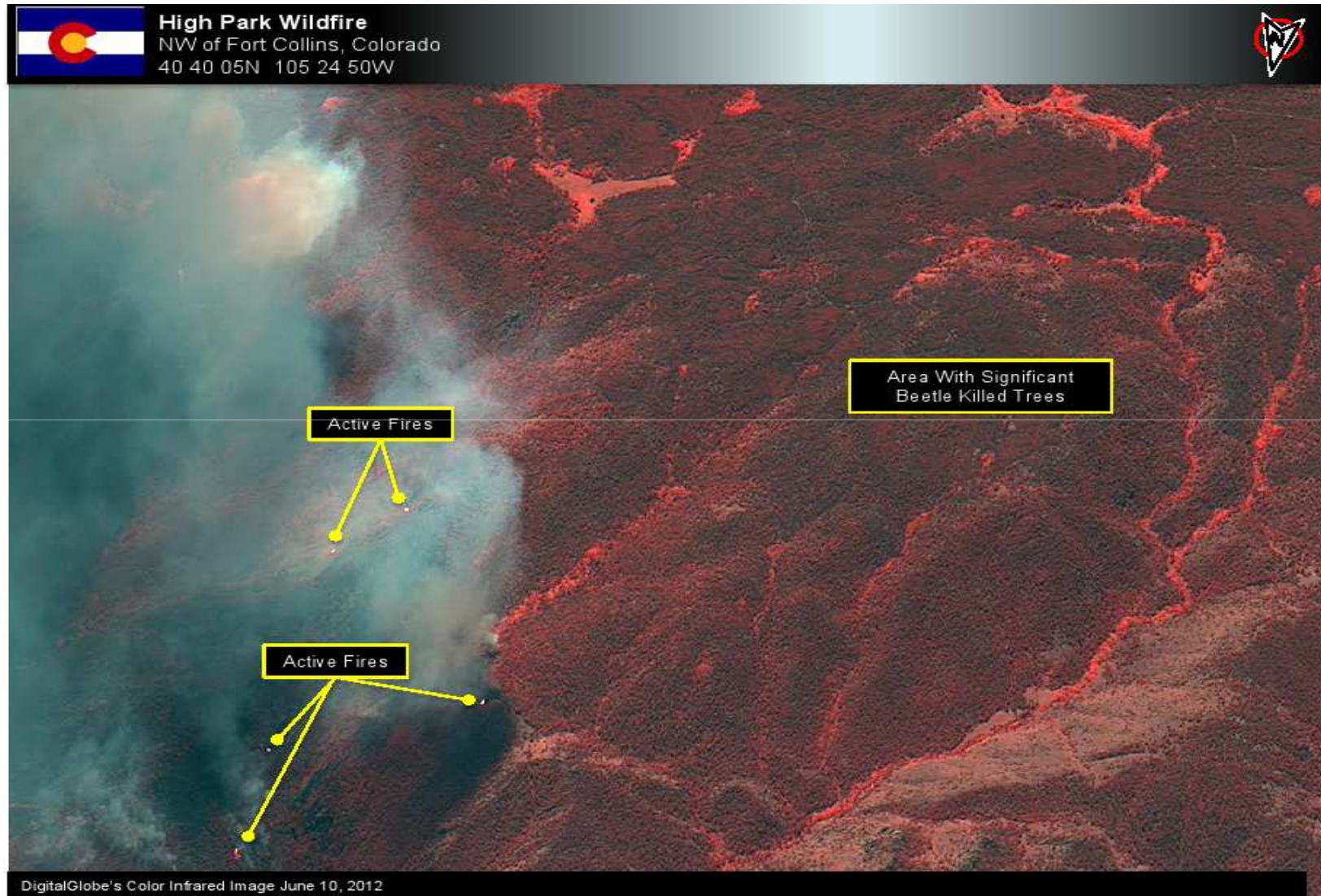
Colorado : High Park Wildfire



Colorado : High Park Wildfire



Colorado : High Park Wildfire

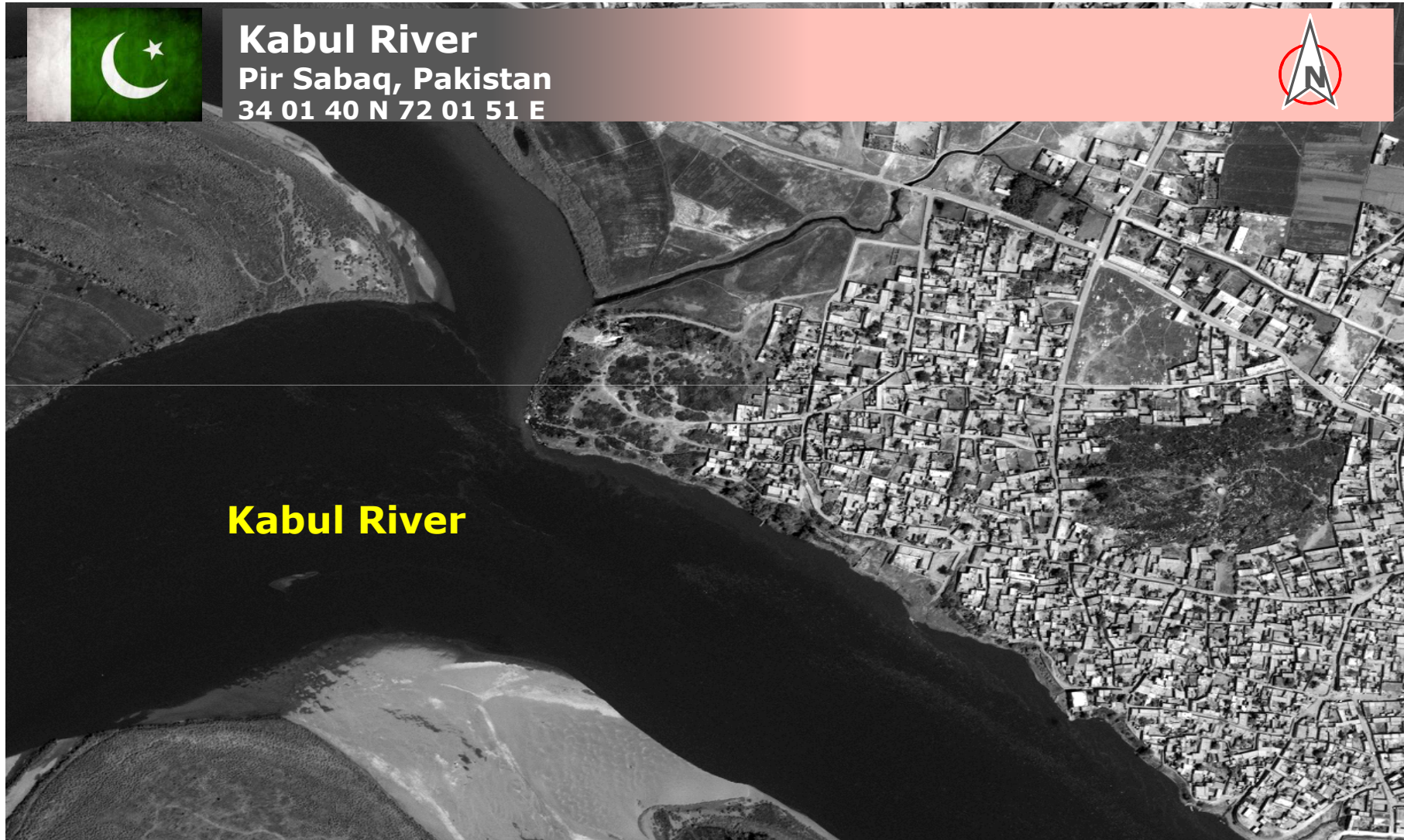


Colorado : High Park Wildfire



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Pakistan : Before Flooding



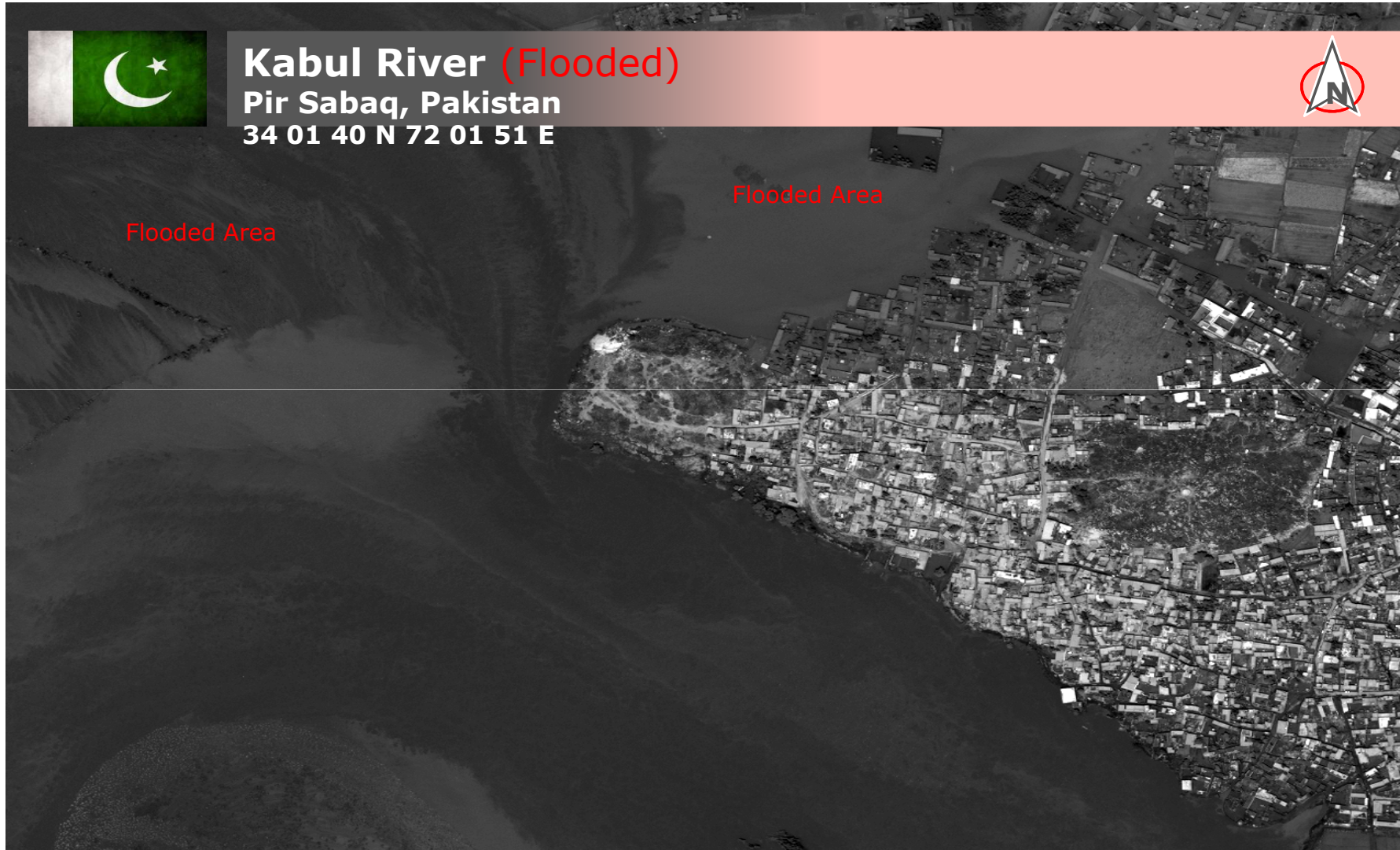
Pakistan: After Flooding



Kabul River (Flooded)

Pir Sabaq, Pakistan

34 01 40 N 72 01 51 E



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Pakistan : Before Flooding



Pakistan: After Flooding



Nowshara (Flooded)

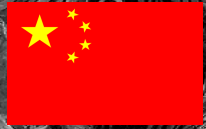
Pakistan

34 1 20 N 71 58 22 E



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China : Before Mudslide



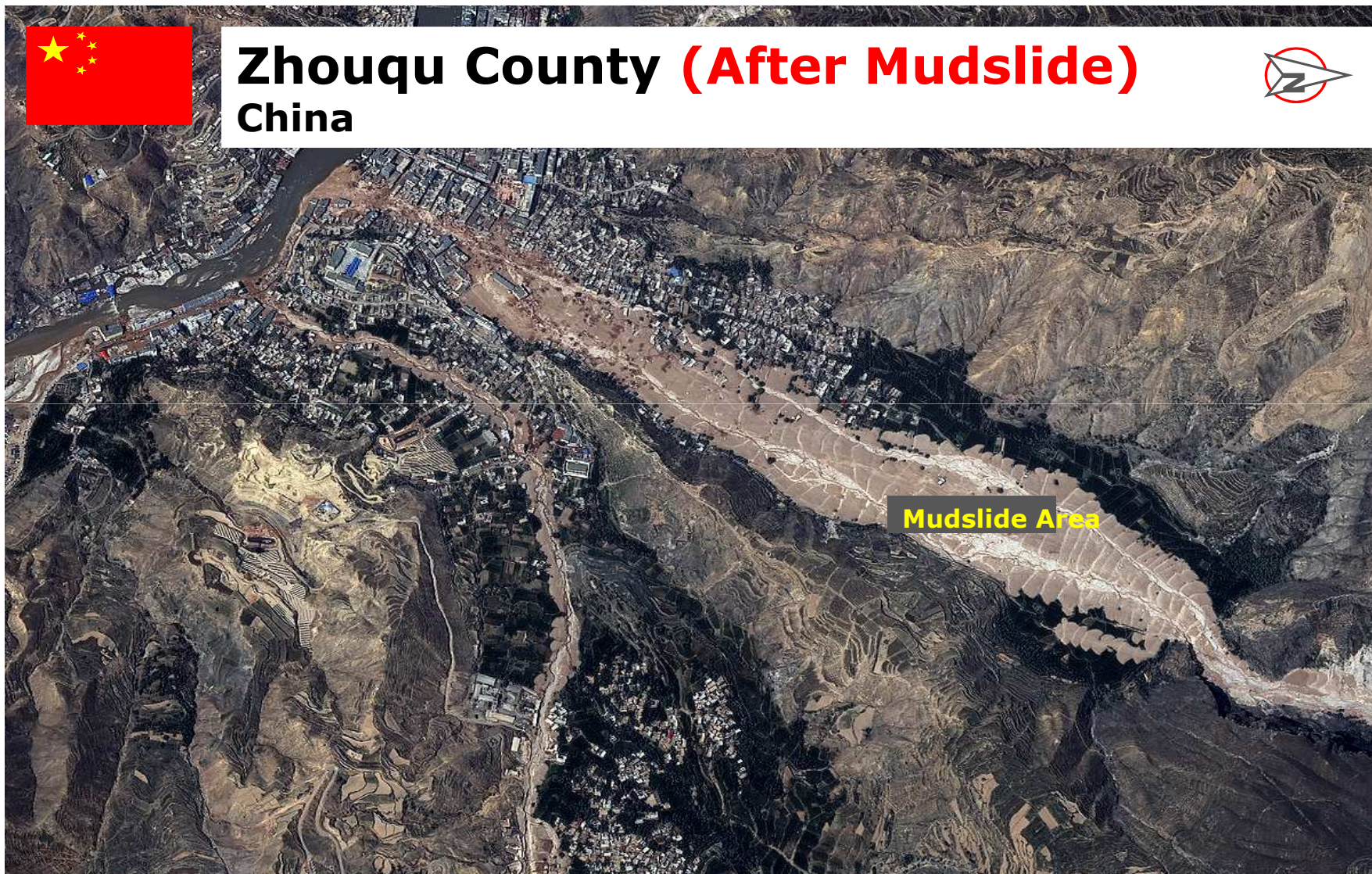
Zhouqu County (Before Mudslide) China



China: After Mudslide



Zhouqu County (After Mudslide) China



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China: Before Mudslide

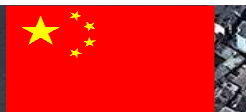


Zhouqu County (Before Mudslide) China



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China: After Mudslide



Zhouqu County (After Mudslide) China



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Shivakashi Fire Craker Factory Accident (5th Sep 2012), Imaged by Digital Globe Satellite

Shivakashi Fire accident,
Imaged by Digital Globe Satellite



Image:





Burnt compounds

Fire event happened on
5th Sep 2012.

Quick Bird Imagery
collected on 6th Sep 2012

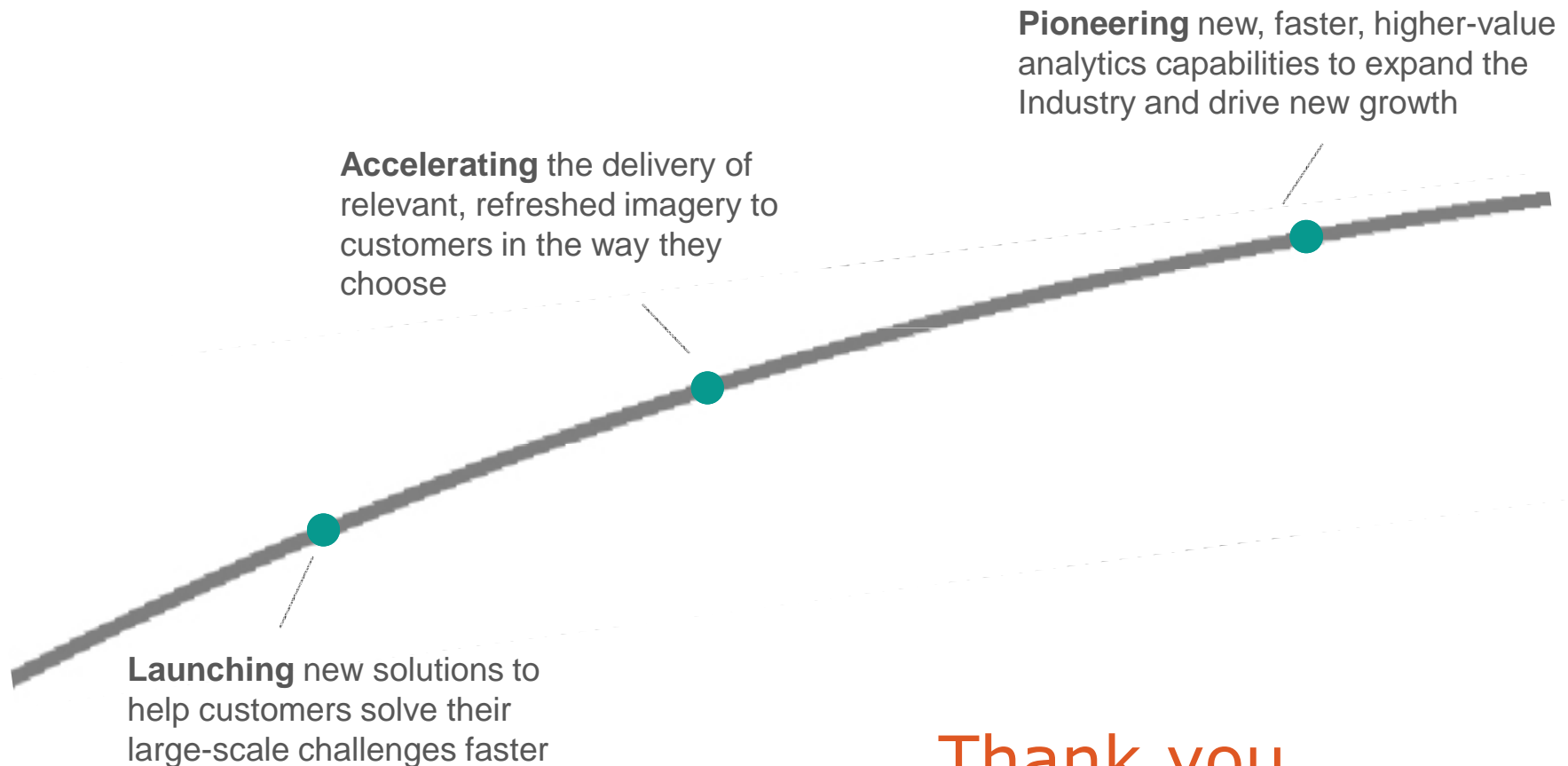


What's next?

Visualizing a better world


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Visualizing a better world



Thank you.