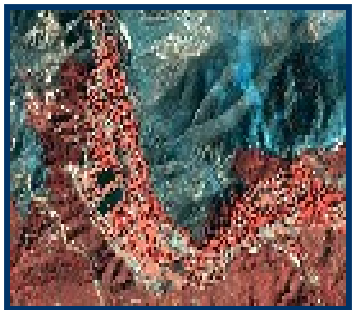


**Map Middle East 2007**  
***GeoSpatial Convergence: Next Steps***

**Dr. Marc Tremblay**  
***VP & General Manager***  
***Commercial Business Unit***

## About DigitalGlobe



*DigitalGlobe is a global leader in geospatial content, products and related services for commercial, civil government and defense & intelligence applications*

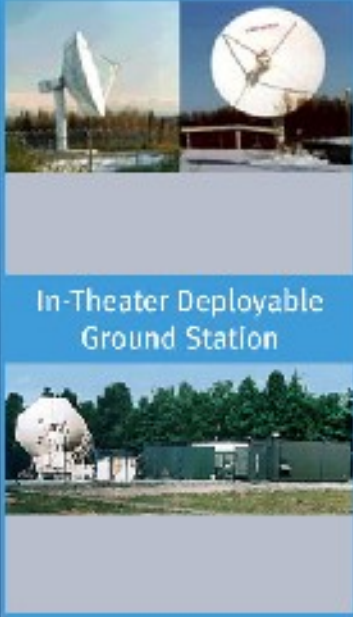
- Largest combined library of high resolution satellite and aerial imagery
  - 300,000,000 km<sup>2</sup> of the most accurate earth imagery at 60cm or better
  - Over 70 million km<sup>2</sup> of satellite and 850,000 km<sup>2</sup> of 15-30cm aerial imagery added annually
- Highest resolution commercial imaging satellite: *Quickbird*
  - Part of a growing constellation of satellites
  - Building 2 next generation *WorldView* satellites
    - Only company with 2 high-res (50cm) satellites under contract
    - Will add 10x capacity
- Comprehensive suite of options for consuming content
  - Recent acquisition of GlobeXplorer

# A Comprehensive Geospatial Offering

## COLLECTION



## GROUND STATIONS



## IMAGE LIBRARY



## PRODUCTION



## DISTRIBUTION



## DigitalGlobe in the Commercial Sector



*DigitalGlobe helped pioneer high-resolution satellite imagery for commercial applications and has played a key role in “imagery enabling” the global enterprise*

- Oil & Gas
- Federal, State and Local Government
- Architecture, Engineering & Construction
- Telecommunications & Utilities
- Location-Based Services
- Personal Navigation
- B2B & B2C Portals
- Real Estate
- Mining
- GIS & Mapping
- Insurance
- Forestry & Agriculture
- News & Media



## Technological Convergence

- A trend where some technologies having distinct functionalities evolve to technologies that overlap, i.e. multiple products come together to form one product, with the advantages each initial component
- It is the collection of different types of technologies to perform often similar or related similar tasks. These separate technologies are able to share resources and interact with each other creating new efficiencies.



## Fuel for Convergence

### Technological Advancements

- Emergence of standards
  - Capacity of different systems, processes and services to work efficiently and effectively together
- Significant movement of the Price / Performance curve
- Novel interfaces & tools
- Large increases in ability to collect and track data
- Mobility & Connectivity

### Business Requirements

- Evolving & faster paced business requires new paradigms and business models
- Enhanced infrastructure for managing and leveraging ever increasing amounts of data
- Ability to understand and mine vast amounts of data for decision-making support
- Need to participate in an increasingly global economy with few barriers



# Geospatial Convergence

Consolidated of collection process



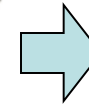
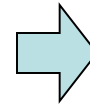
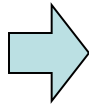
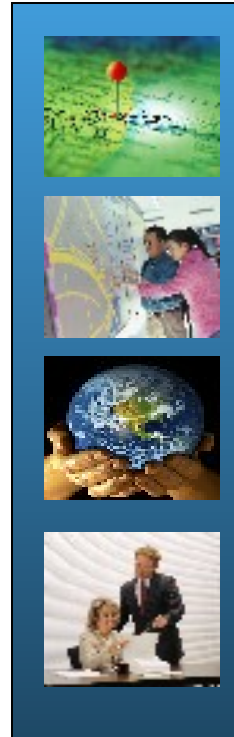
Integration of Multiple Content Types



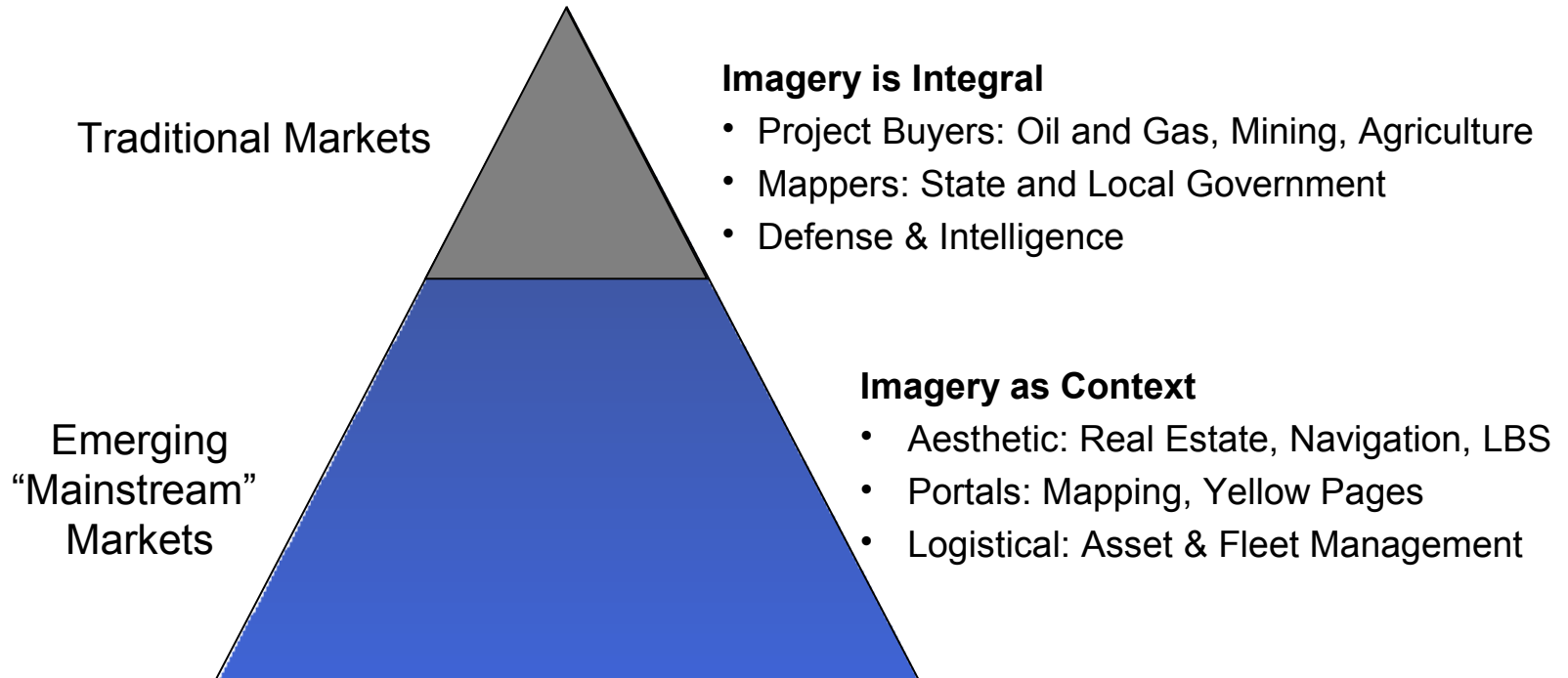
Improved Accessibility & Integration



Widespread Usage



# Benefits of Convergence: Greatly Expanded Opportunity



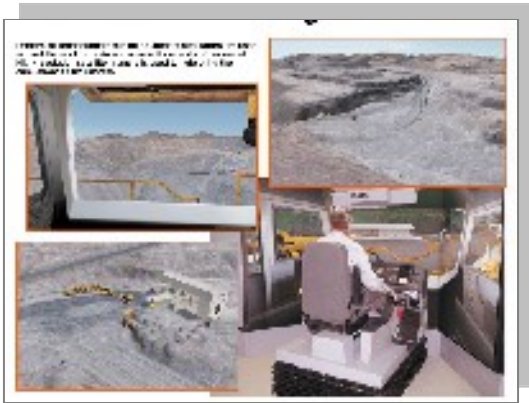
- Internet becoming new operating system for geospatial market
- Material implications for new market requirements
  - Completeness: more coverage, more current
  - Accessibility: ease of access, ease of use, ease of integration into applications & work-flow
  - Lower cost of ownership
- 80% of business and government information is associated to some location component

## Convergence Will Fuel Growth and Demand for Content

- Convergence of emerging and traditional needs, access methods and types of imagery has fueled the requirement for flexible, comprehensive solutions.
- There is a requirement for end-to-end solutions for geospatial content to make earth imagery widely available, in a variety of formats, and accessible through open development standards
- Prevalence of wider access is creating a new breed of consumers who are utilizing spatial imagery to make more informed decisions in more cost effective, faster ways
- The GIS specialist and the emerging “contextual” user have the same requirement: the best, most accurate imagery with confidence of worldwide coverage

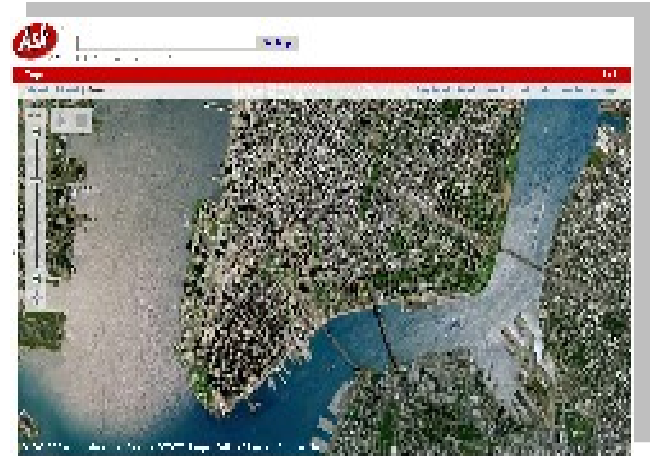
# Sample Geospatial Convergence Applications

## Offline



imagery integrated with 3D terrain in training simulators for exploration

## Online



Imagery available for Real Estate, CRM, Online Mapping, etc.

## Remote Access



Imagery delivered to navigation devices, field support instruments and cell phones



## Geospatial Convergence: Next Steps

- More uptake and implementation of web services
  - Driven by MS Virtual Earth, Google Earth, GlobeXplorer
- Increased adoption of standards
- Increased integration with server-based distributed networks
- Increased deployment of mobile devices, communications and services
- Smarter, richer and easier-to-use access tools
- Better integration and centralization of geospatial content
  - Too many different sources of content
- Improvement of geospatial content
  - Completeness (coverage, currency, quality...)
  - Accessibility (discovery, acquisition, integration...)
  - Lower Cost
- Ongoing technological advancements
  - More bandwidth, more storage, more processing



## Conclusions

- These are exciting times for our industry
  - Geospatial data has gone “mainstream”
  - Over 100 million downloads of Google Earth!
- Developments that have been promised and envisioned for years are starting to happen
- Enterprise “GIS” will continue to expand its reach through the enterprise outside of core GIS technologies
  - Non-geocentric users, processes and information systems will be spatially enabled
  - Increased business value of spatial-enabled applications
  - Ongoing emergence of common business language based on spatial data
- The convergence of remote sensing, geospatial and web technologies has created a significant opportunity for businesses and government to leverage the power of geography and location to enable improved decision support, planning and operations



# Thank You!

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