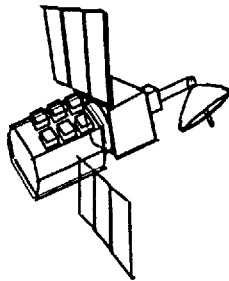


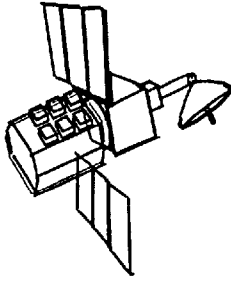
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Commercial Imagery Support Options: Trade-Offs and Value-Added

Nate Boyer
Autometric, Inc.
5-20-98

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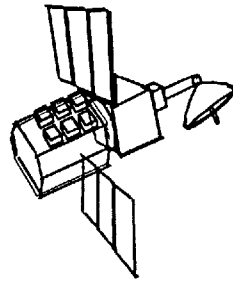


Presentation Overview

- Data provider overview
- Impact of new systems
- Imagery availability
- Trends in spatial information demand
- Applications & characteristics of hot markets
- Where are the opportunities
- Success criteria and impacts of hi-res imagery



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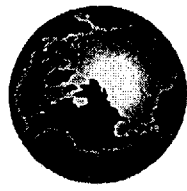


Current Data Providers

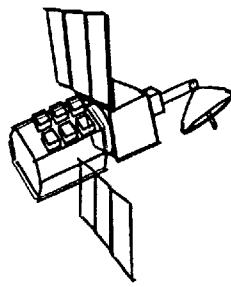
- Space Imaging EOSAT
- SPOT Image
- RADARSAT
- Russian
- Others

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Future Commercial Data Providers

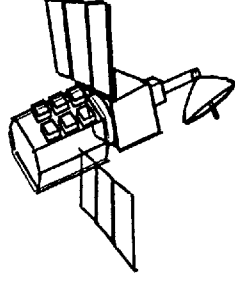


- Space Imaging EOSAT
- OrbImage
- Russian
- EROS 1
- Resource 21
- Others

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Impact Of New Systems

On End Users

- Higher resolutions
- More spectral choices
- More frequent revisit capabilities
- Faster delivery
- Lower cost for imagery
- Broader selection of providers
- More accurate information
- New applications
- Helps users make better decisions
- Increase productivity
- Reduce variability
- Improve accuracy

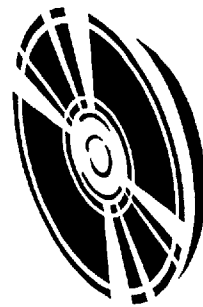
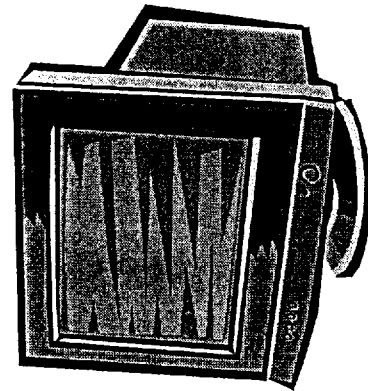
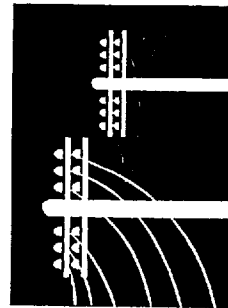
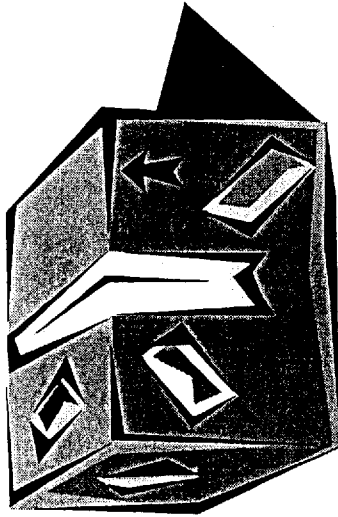
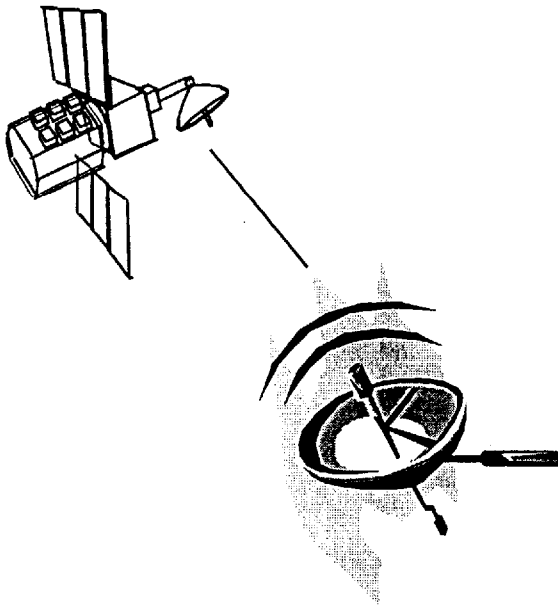
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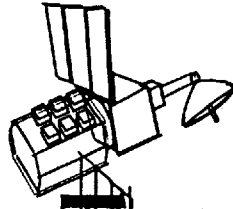


Imagery Availability

- Media/formats
- Browse capabilities
- Delivery mechanisms
- Future delivery



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Trends in Spatial Information Demand

- Remote sensing & spatial information becoming better understood and accepted by new markets
- Demand for rapid turnaround increasing
- Increased demand across all markets
- Increased demand for complete solutions

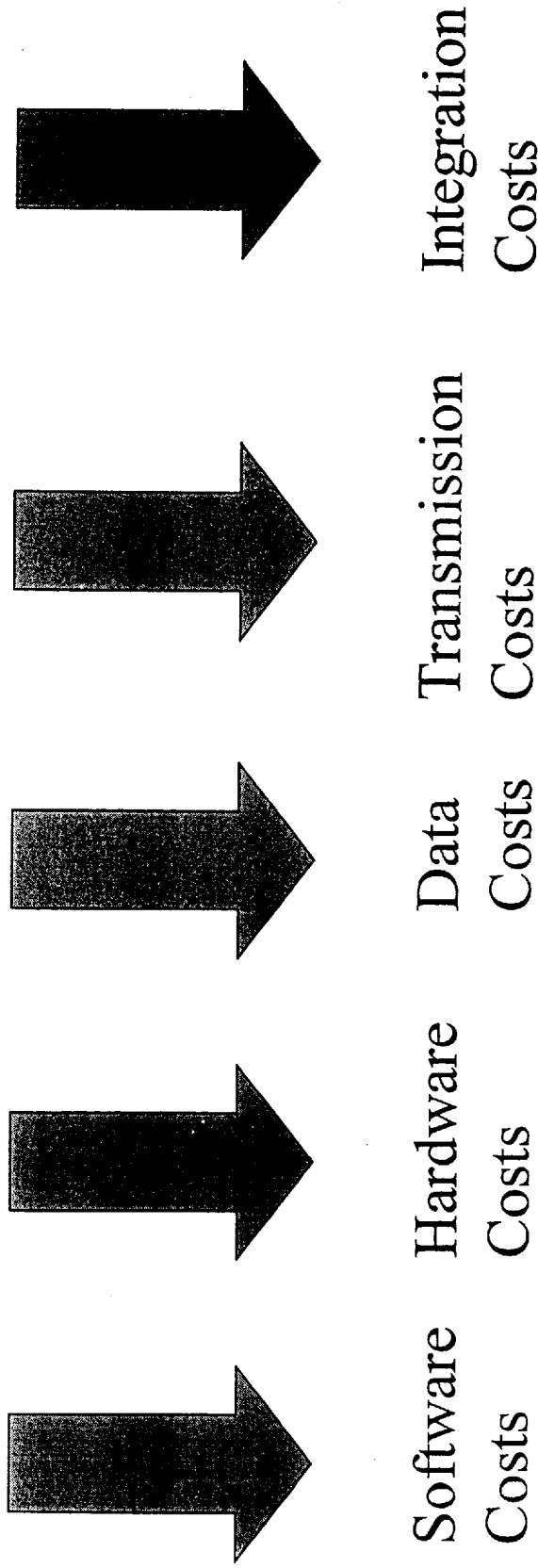
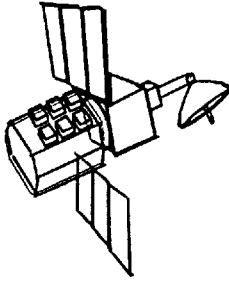
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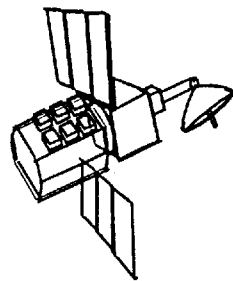
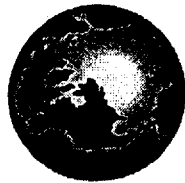


Decreasing Costs

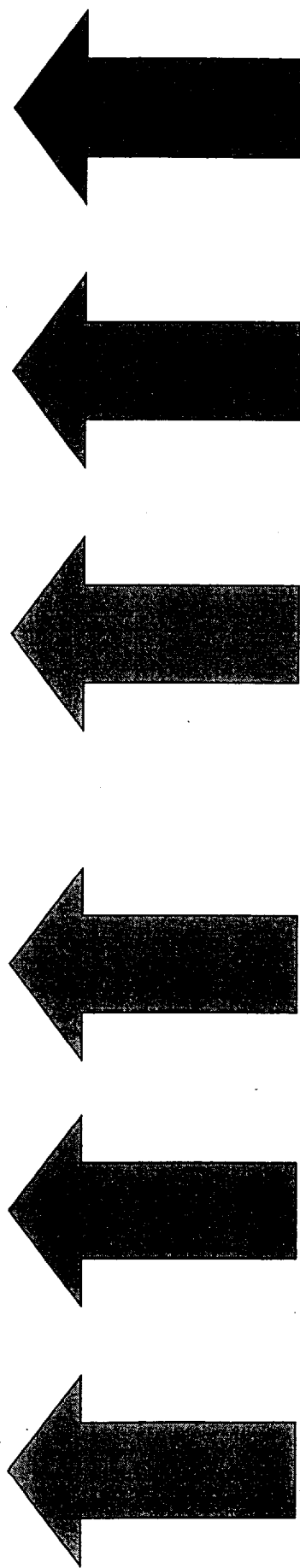




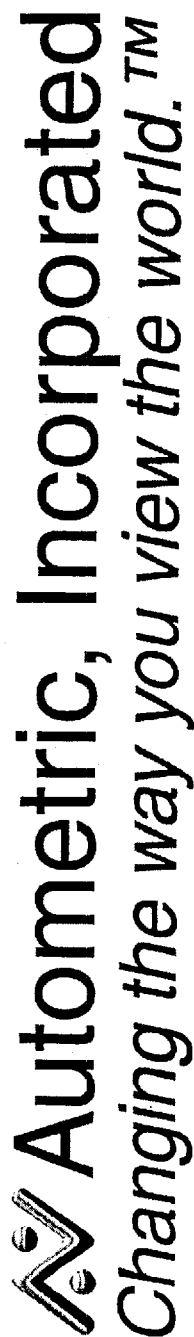
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Increasing Capabilities



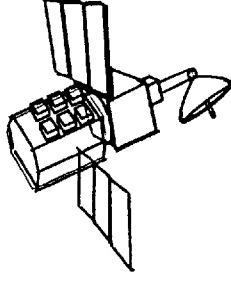
Software	Hardware	Transmission	Integration	More	More
Capability	Capability	Speeds	Integrity	Data	Accurate

[illegible]

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Hot Market Characteristics

- High growth and high level of competition
- Increasingly global geographic requirements
- Higher levels of accuracy required
- Consolidations, mergers, acquisitions, downsizings

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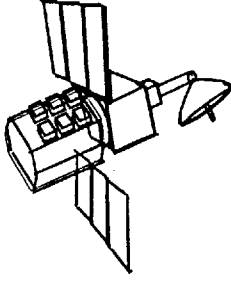
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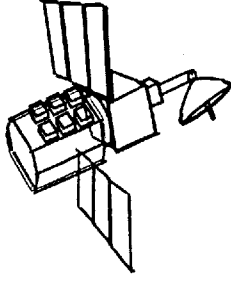
Example

Agriculture



- Number of farmers decreasing, land value increasing
- Size of farms increasing dramatically
- US crop value in 1995 \$100 billion
- Demand for more detailed spatial information increasing

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Example

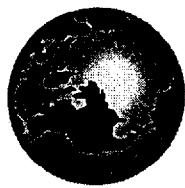
Telecommunications

- 10-15 providers cover 90-95% of customers
- High growth in wireless services
- Increased demand for regional/national coverage

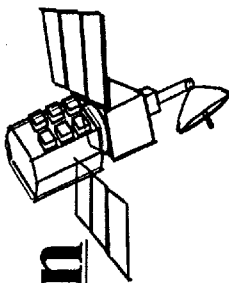
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Prime Markets For Spatial Information



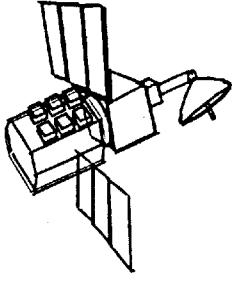
- Civilian governments (state, county, local)
- Utilities (telecom)
- Real estate, agriculture, construction
- Finance, banking & insurance
- Natural resource management & distribution

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Where Are The Opportunities?

- Spatial decision support systems & services
- Value-added & consulting services
- Contract services for the public sector

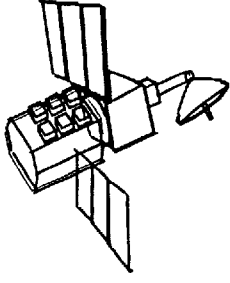
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Where Are The Opportunities?

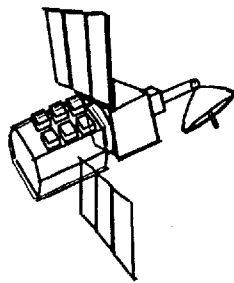
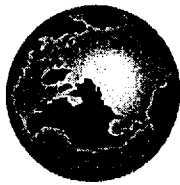


- Spatial Decision Support Systems & Services
 - Subscription services
 - Custom network/service management
 - Monitoring & maintenance management

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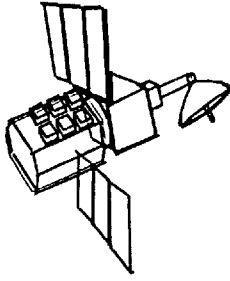
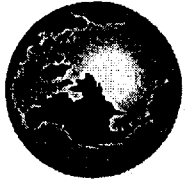


Where Are The Opportunities?

- Value-Added & Consulting Services
 - Custom data interpretation
 - Change detection & analysis
 - Value-added image processing

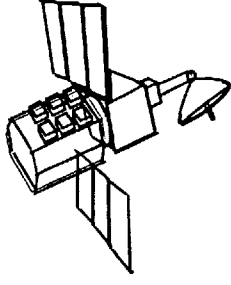
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Where Are The Opportunities?

- Contract Services For The Commercial Sector
 - Property appraisal services
 - Damage assessment services
 - Forecasting and modeling



Success Requirements

- Data access in 24 hours or less
- Low cost data and derived products
- Robust telecommunications links and capacity
- Industry standards for formats/conversion
- Application specific

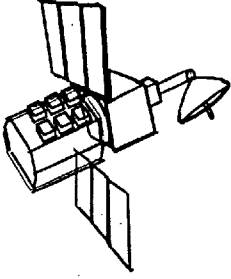
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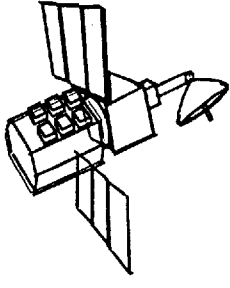
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Success Requirements

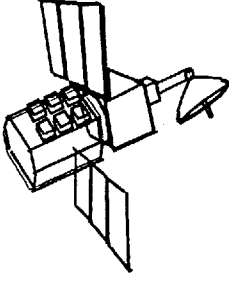


- Easy to use
- Platform independent (hardware and software)
- Intranet and Internet accessible



Impacts

- Reduce costs
- Reduce risk
- Improve productivity
- Broader acceptance
- Improve customer satisfaction
- Reduce variance
- Improve decision making processes



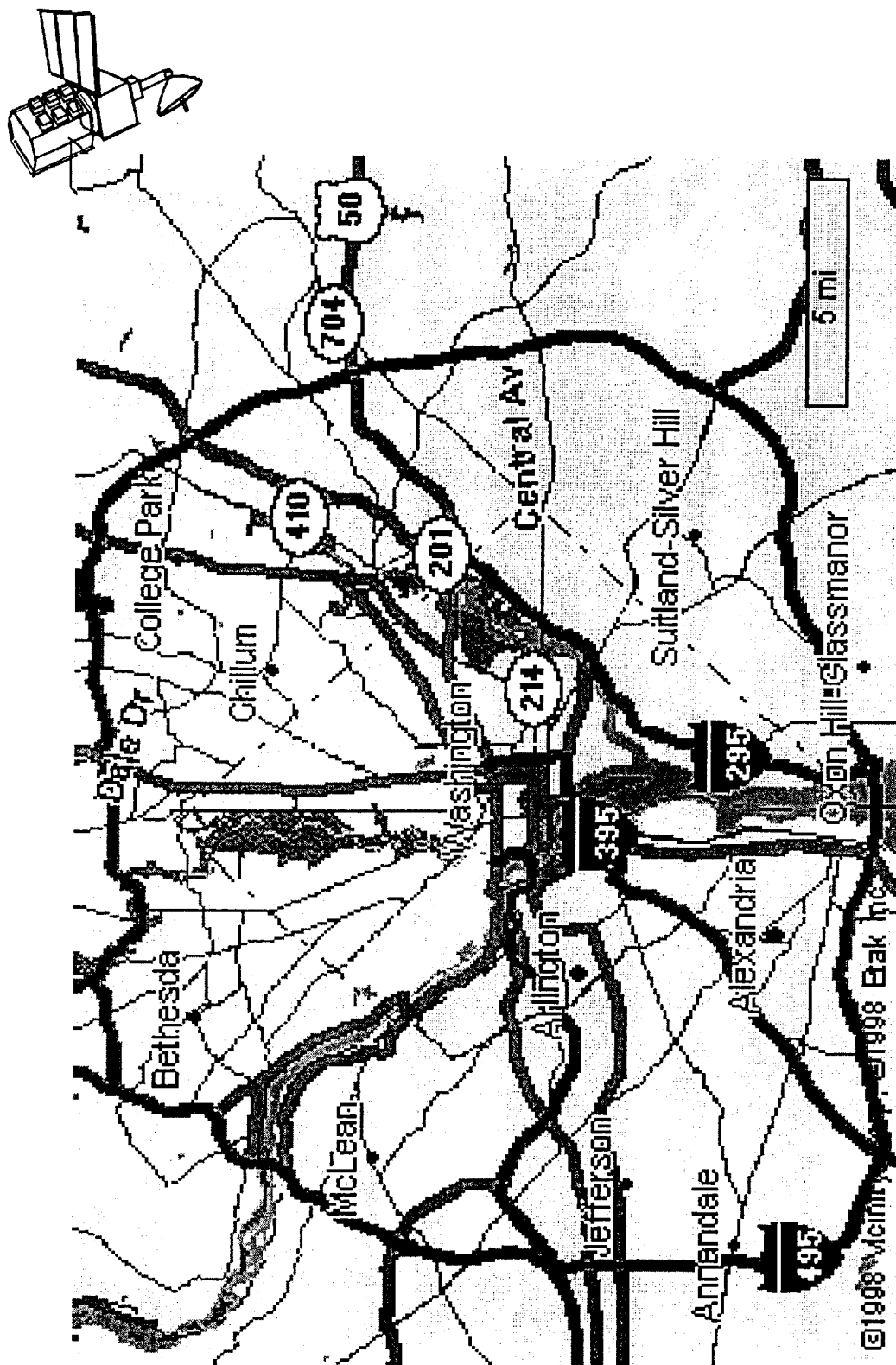
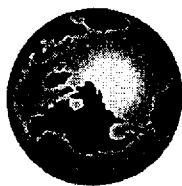
Critical Success Evaluation Factors

- Improve Resources Allocation Processes
- Improve Image Quality
- Increase Management Decision Accuracy
- Maximize Image Production Throughput
- Reduce Image Cost
- Maximize Information Content Extraction
- Improve Customer Service
- Reduce Image Variability
- Increase Prediction/Forecast Accuracy

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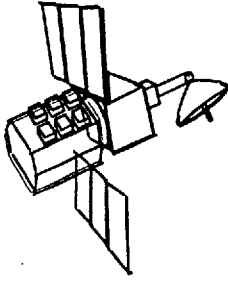
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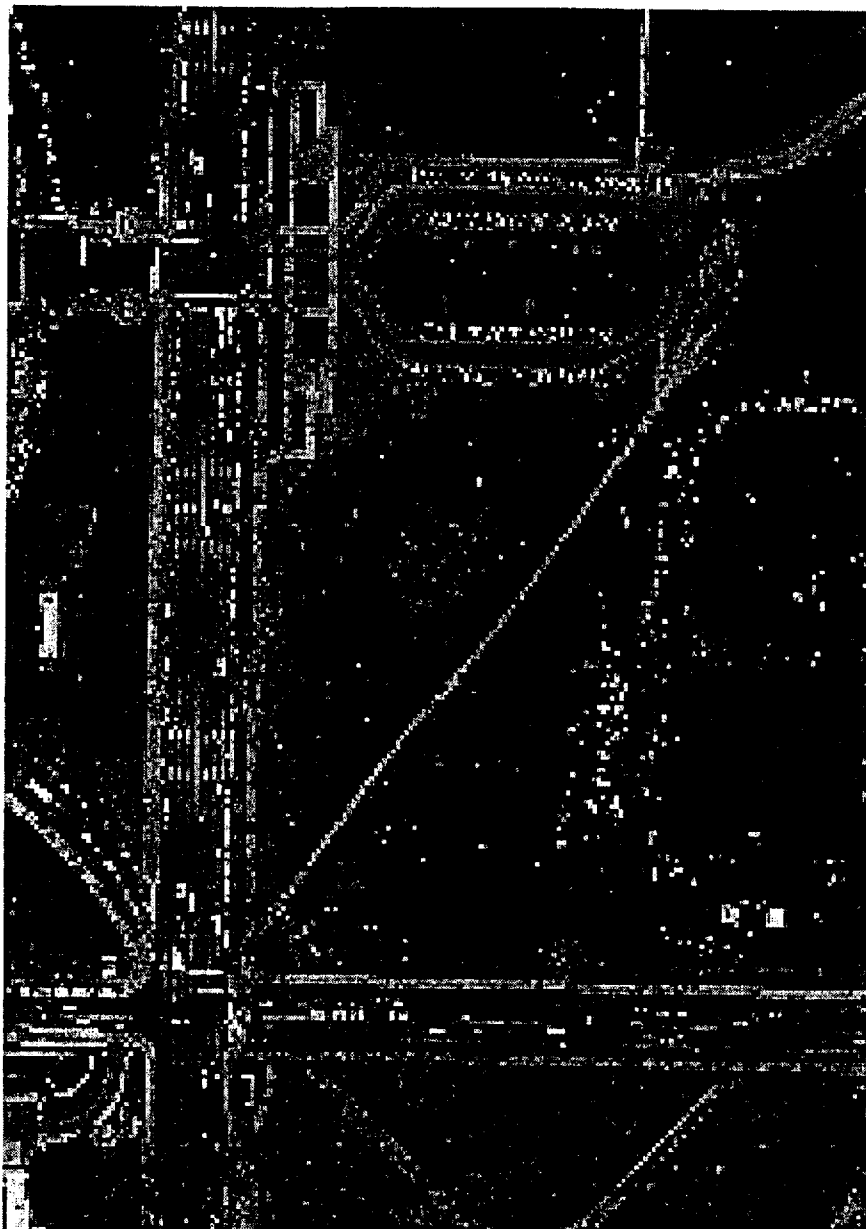
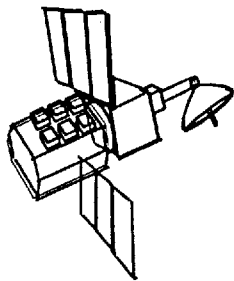
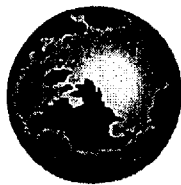
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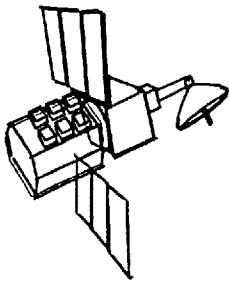
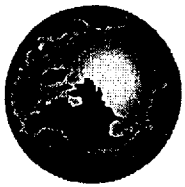
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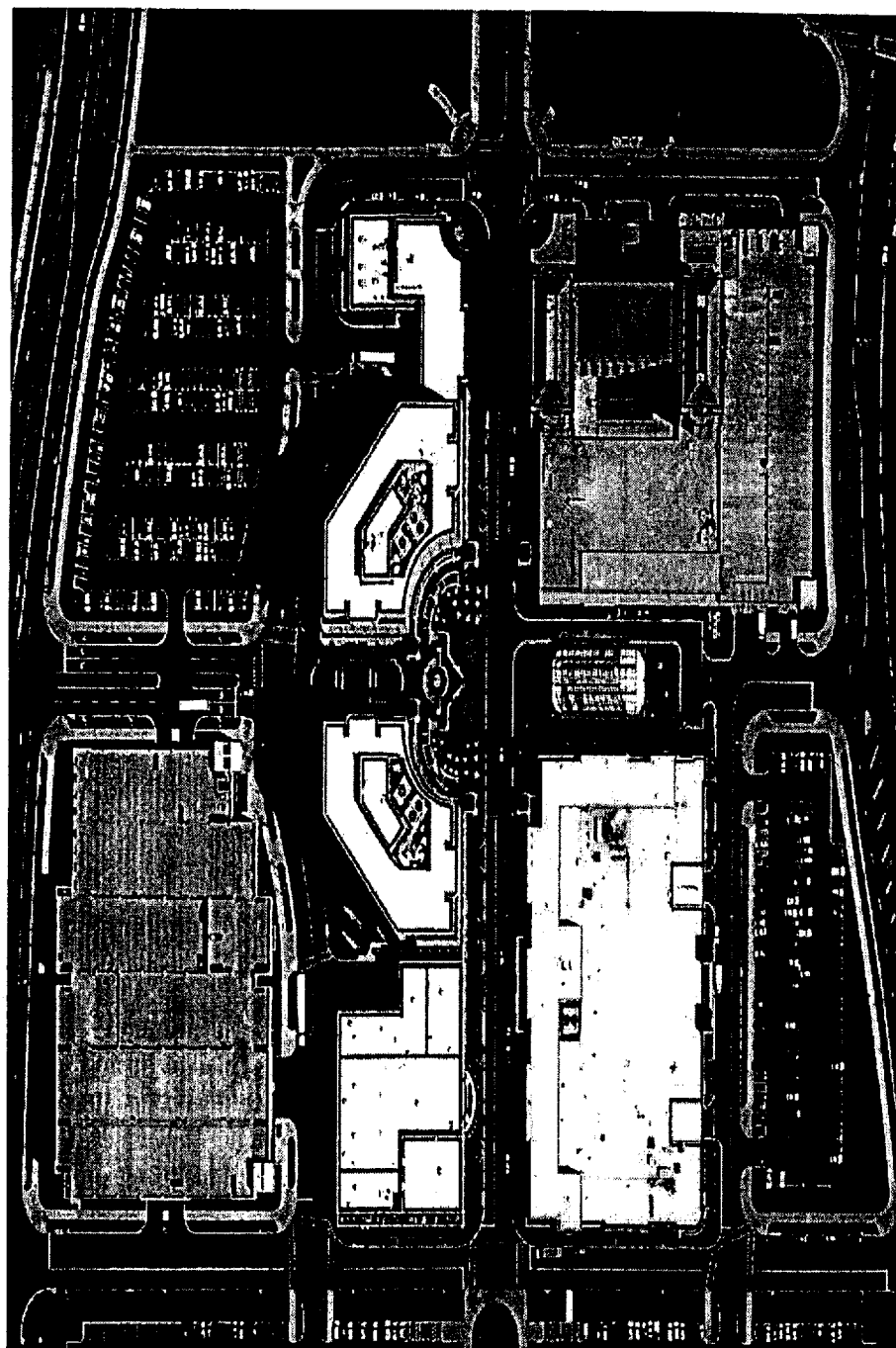
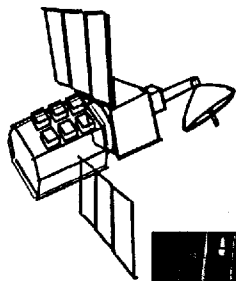
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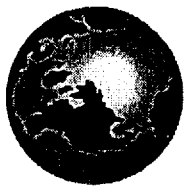
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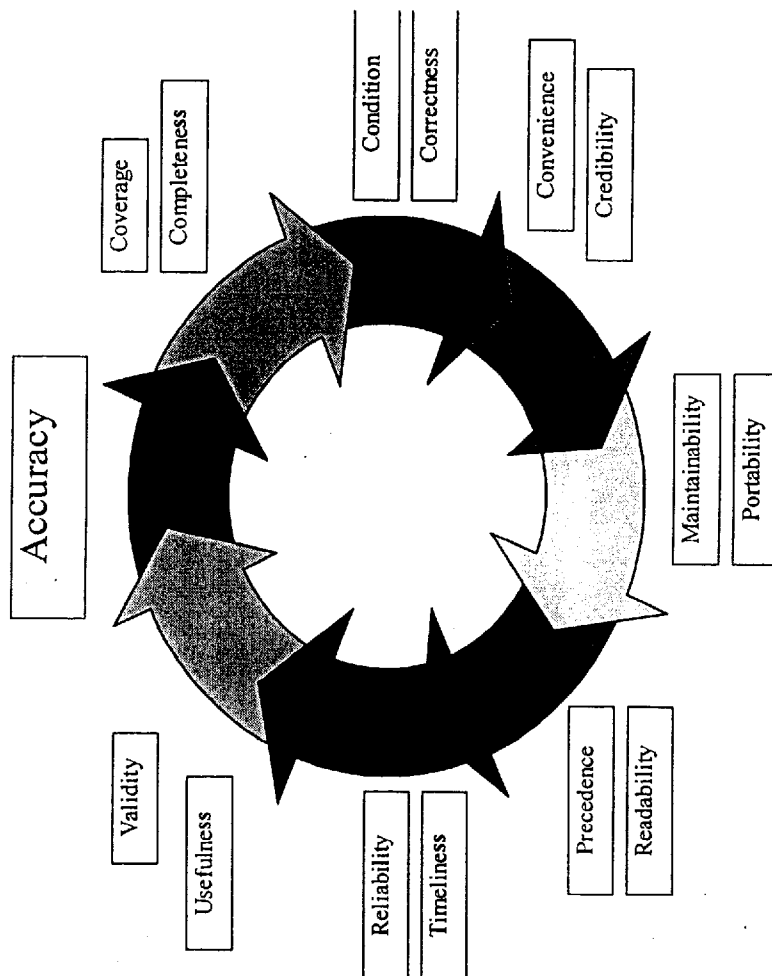
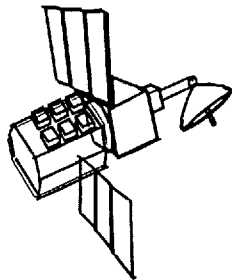


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Information Solution

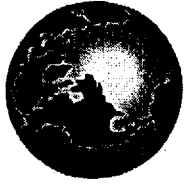
Success Evaluation Factors



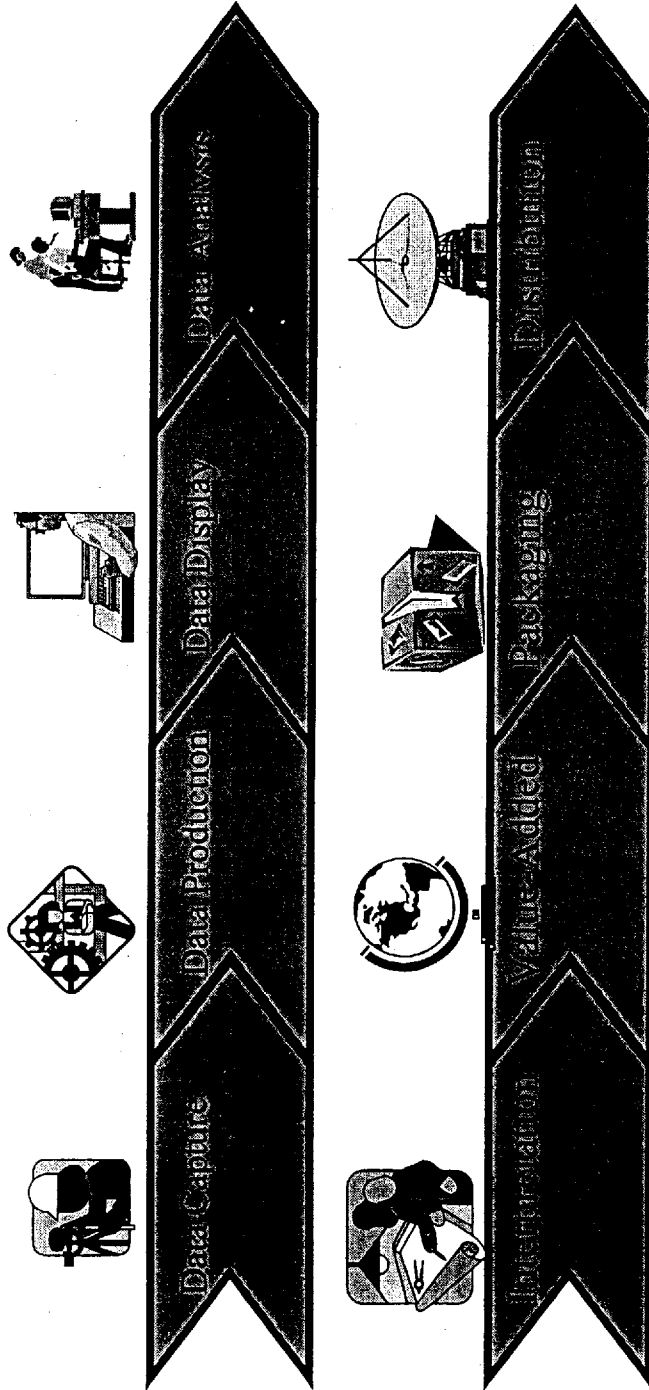
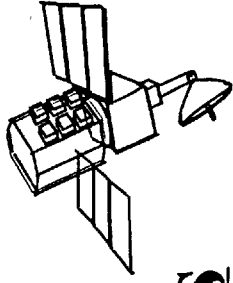
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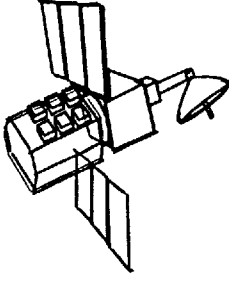
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Improvements In The Spatial Information Production Process



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Taking all of these variables
into consideration -- the question is

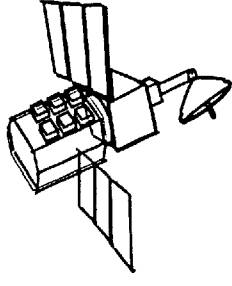
So What!

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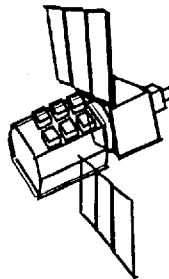
End users increasingly do not want data

They want information -- and specifically
they want information solutions!

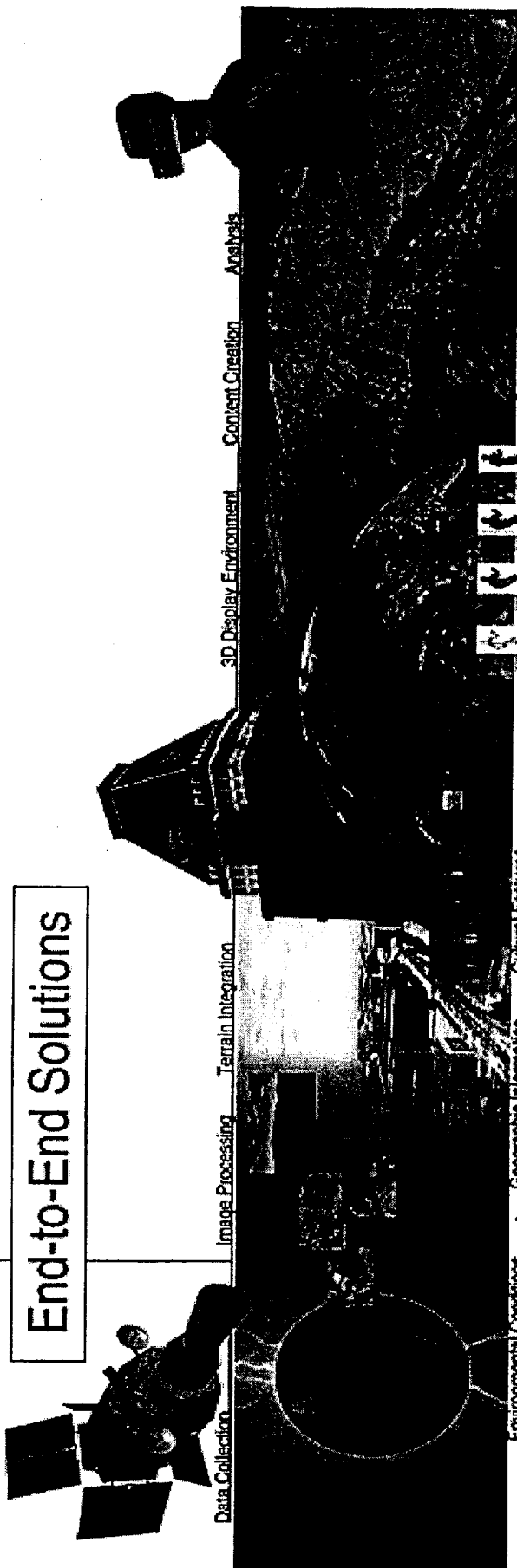


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End-to-End Solutions



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Next	OSS '98 Annette Bruckner, Genesys GmbH, Information and Knowledge Management in Intelligence Situations,

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