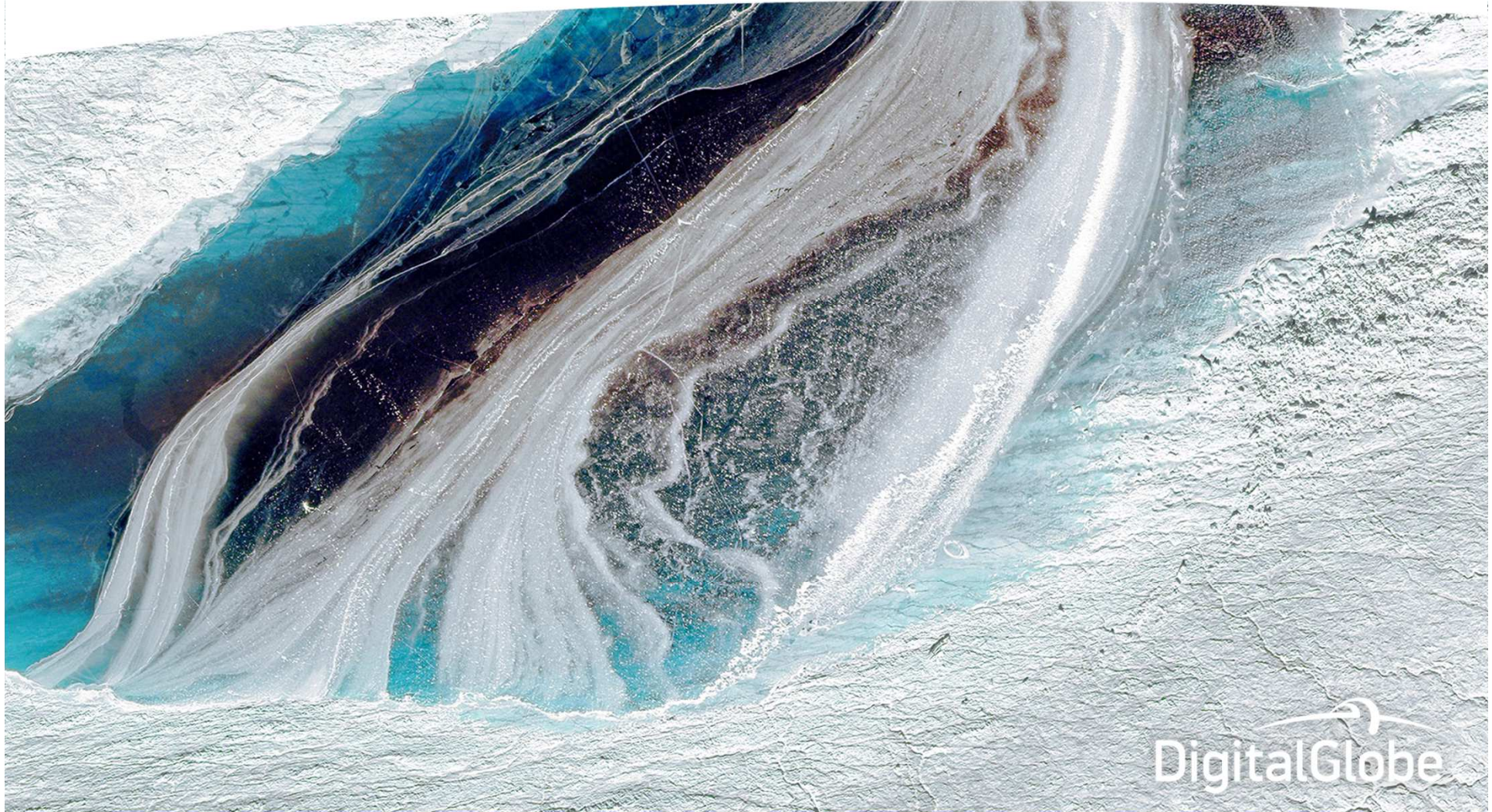
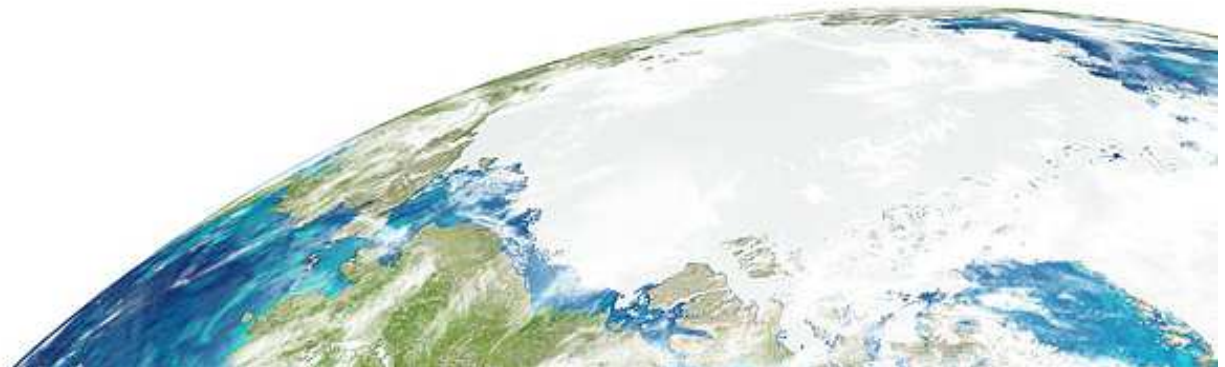


Seeing a Better World™



“The surface of the Earth itself is an immense loom upon which the sun weaves the fabric of existence. ”

Wade Davis, Author



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.



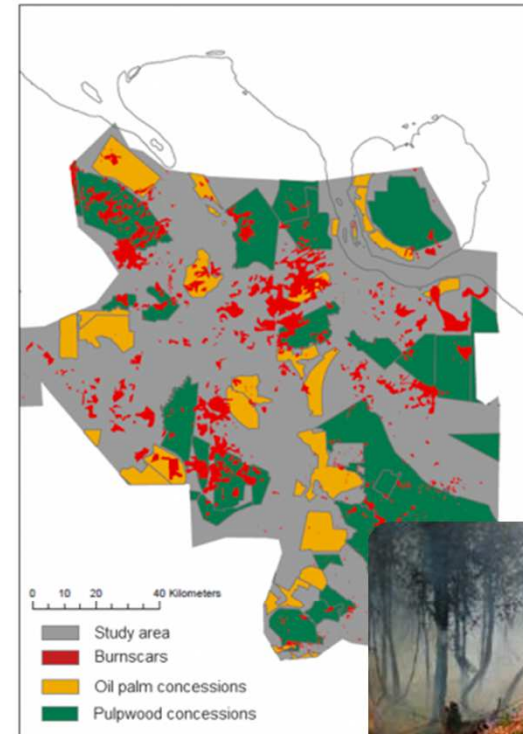
Small Holder Farmers

Proving the efficacy of remote sensing in monitoring the nature and condition of small holder farms, enabling farmers to increase crop yields through enhanced precision agriculture. The United Nations Geospatial Platform, therefore, is potentially transformational for farmers, input suppliers, processors and commodity traders.



Deforestation

Exploring innovative solutions to leverage the United National Geospatial Platform to provide actionable intelligence to government organizations and food companies who are supporting fires intentionally started by palm oil harvesters in Indonesia.



Refugee Crisis

Establishing a comprehensive pre-conflict assessment of Syria and tracking how the country has been impacted by the conflict by aggregating existing and new information in a usable platform for open analysis. The United Nations Geospatial Platform would provide development and humanitarian actors valuable information.



Modern Slavery

Leveraging imagery and analytics services to work on the front line against slavery. The United Nations Geospatial Platform can amplify and extend government efforts by identifying illegally operated brick kilns in the India and Pakistan border territories. By organizing campaigns and communities through this innovative partnership, we can potentially free several hundred thousand enslaved individuals.



Where is the Geospatial Industry headed?

Everything happens somewhere, sometime

Digital Map of the World

Living Atlas of the World

Context is an integral component that supports this organization principle

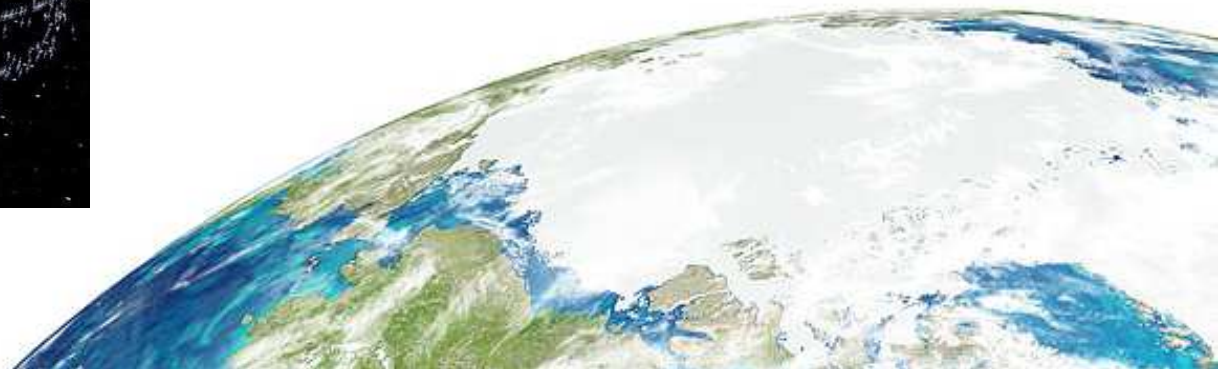
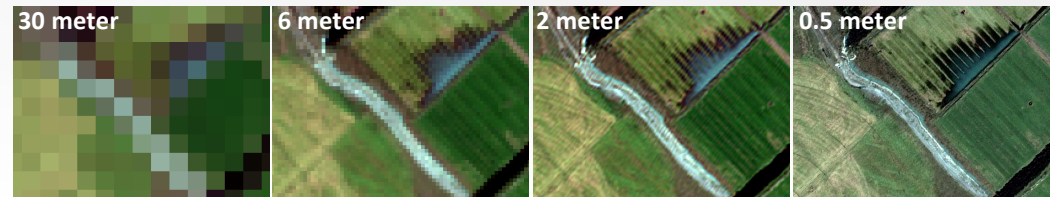
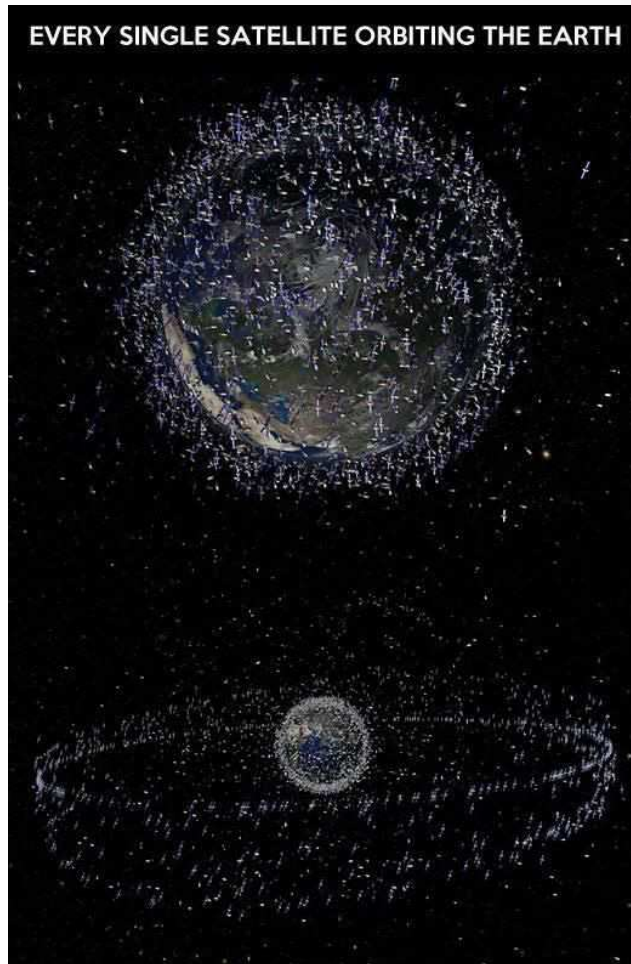
Living Planet

Geospatial World

Geography matters



Industry Trends



“Ask the Question” Paradigm

1st Era Resolution

What features do customers need?



Spatial Resolution
Spectral Bands
Global Revisit

2nd Era Accuracy

How accurate do we need the information to be?



Accuracy

3rd Era Speed

How fast do we need the information?



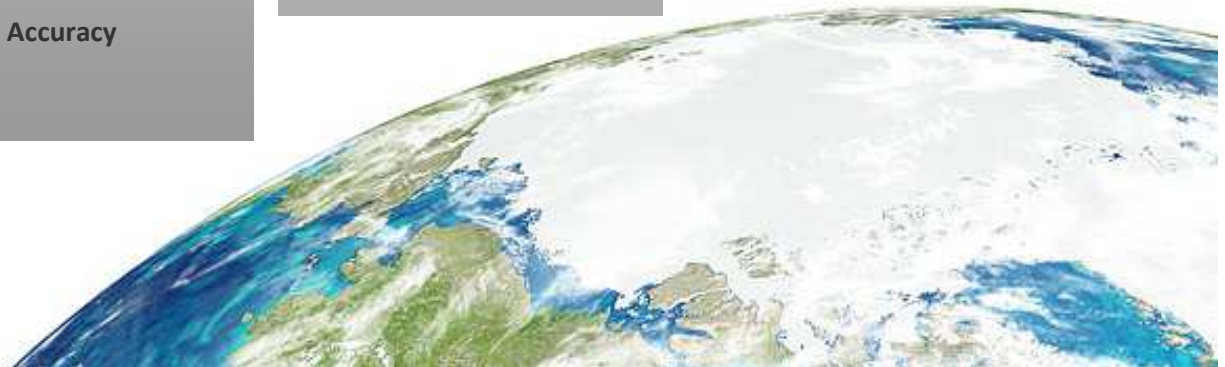
Near Real Time Download
Collaborative Information

4th Era Analytics

What outcomes are required?



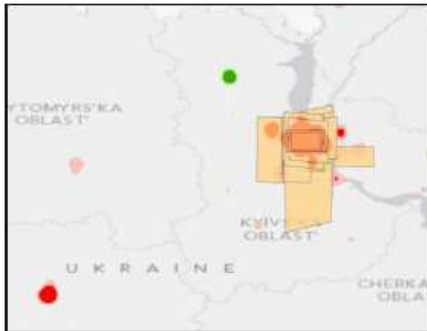
Mapping
Predictive Insight



Integrated Insight



Geospatial Analytics of Open Source to Find AOIs



Mine Social Media and Other Open Source to Identify Locations with High Risk of Conflict



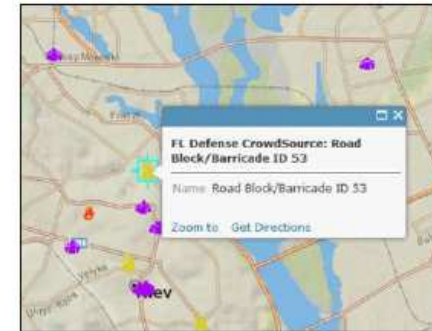
Rapid Collection of Highest Quality Imagery



Leverage Constellation to Quickly Collect True 50cm Imagery with <3m Accuracy



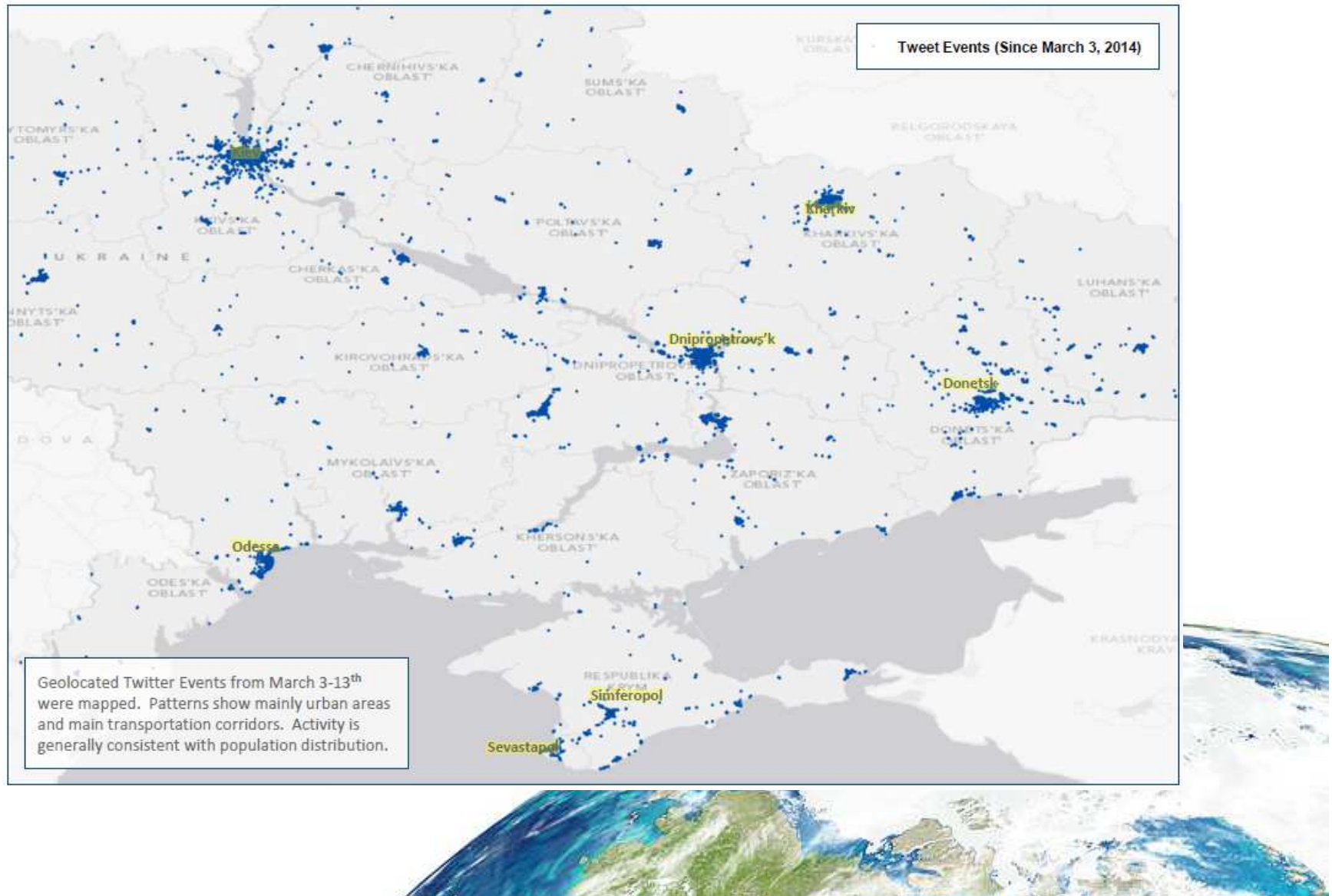
Rapid Extraction of Geospatial Big Data



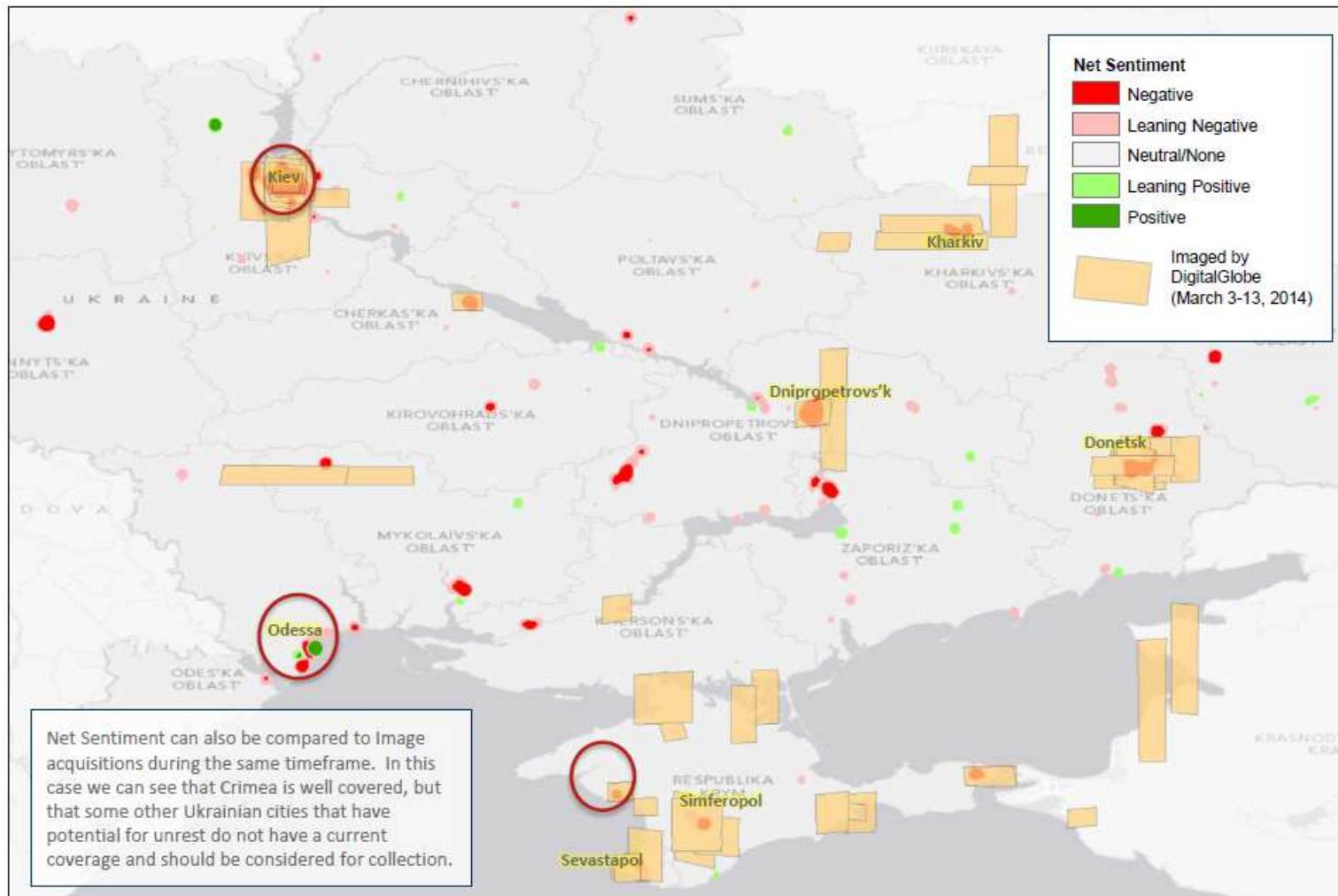
Derive features and objects from imagery and open source by harnessing the crowd



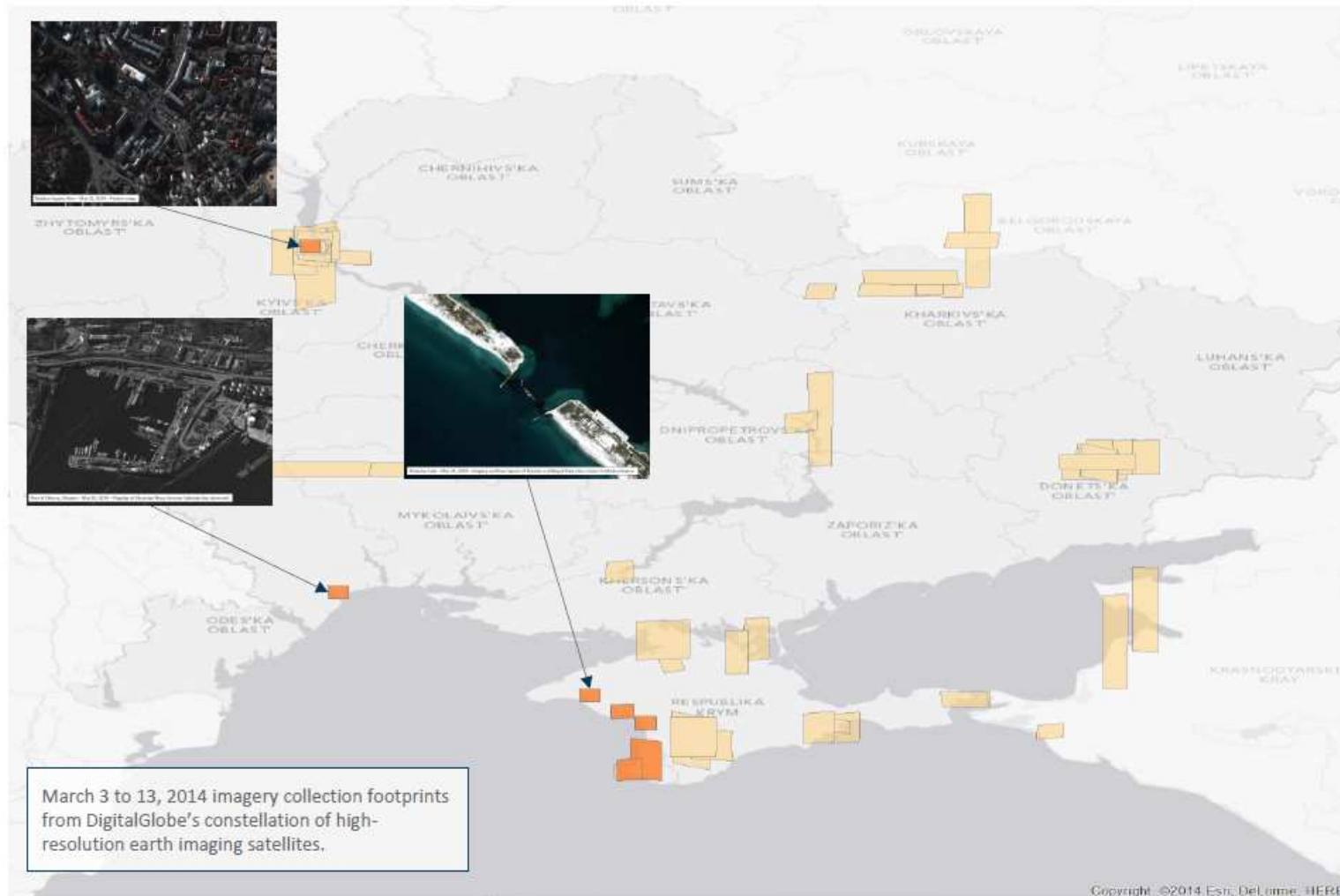
Twitter events in Ukraine



Net Twitter Sentiment



Sentiment-driven Satellite Imagery Collection





Maidan Square, Kiev – Mar 21, 2014 – Protest camp

Bringing Ground Truth to Satellite Imagery

Police Checkpoint

Police Checkpoint

Smoke from Protesters

Protesters and Tents at Independence Square

Kiev's Maidan right now
pic.twitter.com/EsCPQkHRwQ

Retweet: 28 | Favorite: 21

5:35 AM - 9 Mar 2014 · from Ukraine

Flag wavers on a hill overlooking big rally at Independence Square Kyiv
[#Ukraine: pic.twitter.com/PWZbRSAPDD](http://pic.twitter.com/PWZbRSAPDD)

Retweets: 3 | Favorites: 4

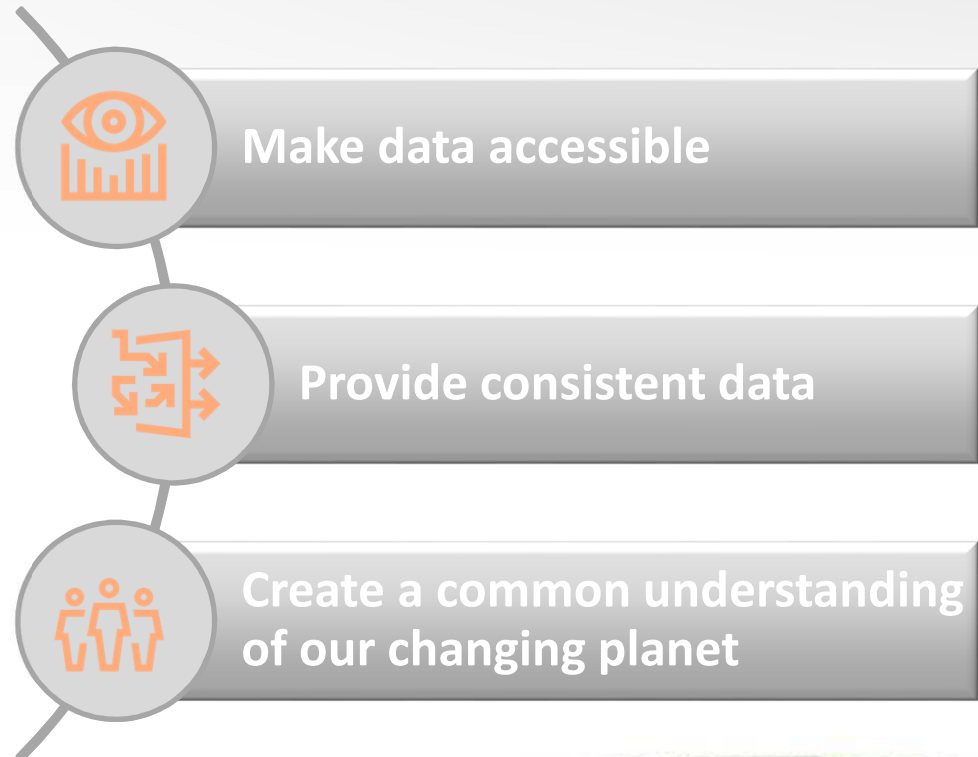
6:18 AM - 9 Mar 2014 · Details

Back in Kiev after our kit got confiscated in Crimea...
m.huffpost.com/us/entry/49223...

Armed Men in Crimea Strip Press Employees Of Equipment, Accuse Them...
 SIMFEROPOL, Ukraine (AP) — Armed men in Crimea's capital city have confiscated equipment from Associated Press employees and contractors working there. AP's Global Media Services, a division of the...

Protests, checkpoints, tents, smoke and other events associated with demonstrations can be identified in overhead imagery. Social media events posted by users at the scene can then be analyzed as potential sources of additional information and intelligence about the situation on the ground.

United Nations – Seeing a Better World™





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