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

Geospatial World

Living Planet

Geography matters
Industry Trends

EVERY SINGLE SATELLITE ORBITING THE EARTH

30 meter 6 meter 2 meter 0.5 meter
“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

UN GIWG 2014
Integrated Insight

Geospatial Analytics of Open Source to Find AOIs

Rapid Collection of Highest Quality Imagery

Rapid Extraction of Geospatial Big Data

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

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

Derive features and objects from imagery and open source by harnessing the crowd
Twitter events in Ukraine

Geolocated Twitter Events from March 3-13th were mapped. Patterns show mainly urban areas and main transportation corridors. Activity is generally consistent with population distribution.
Net Twitter Sentiment

Net Sentiment can also be compared to image acquisitions during the same timeframe. In this case we can see that Crimea is well covered, but that some other Ukrainian cities that have potential for unrest do not have a current coverage and should be considered for collection.
Sentiment-driven Satellite Imagery Collection

March 3 to 13, 2014 imagery collection footprints from DigitalGlobe's constellation of high-resolution earth imaging satellites.
Bringing Ground Truth to Satellite Imagery

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™

- Make data accessible
- Provide consistent data
- Create a common understanding of our changing planet