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# High-resolution Satellite Imagery for the Changing World

Presented by DigitalGlobe, Jon Song

# Our world is changing rapidly.

Global transformations are revolutionizing how humans work, play, live and interact with one another, and with the Earth.



As populations grow, infrastructure must expand.



As globalization spreads, businesses must react.



As the environment changes, humans must adapt.





**We help make global change  
visible, accessible and  
actionable.**

DigitalGlobe the global leader in commercial high-resolution satellite imagery and location-based information to help organizations confidently make decisions about our changing planet.

NEW YORK CITY ROAD NETWORKS



# Geospatial data, tools & technology help governments and businesses around the world.

Mitigate risk

Unlock business insight

Protect assets

Detect change

Gain more context

Scale analysis

Reduce time to action

Inform mission planning

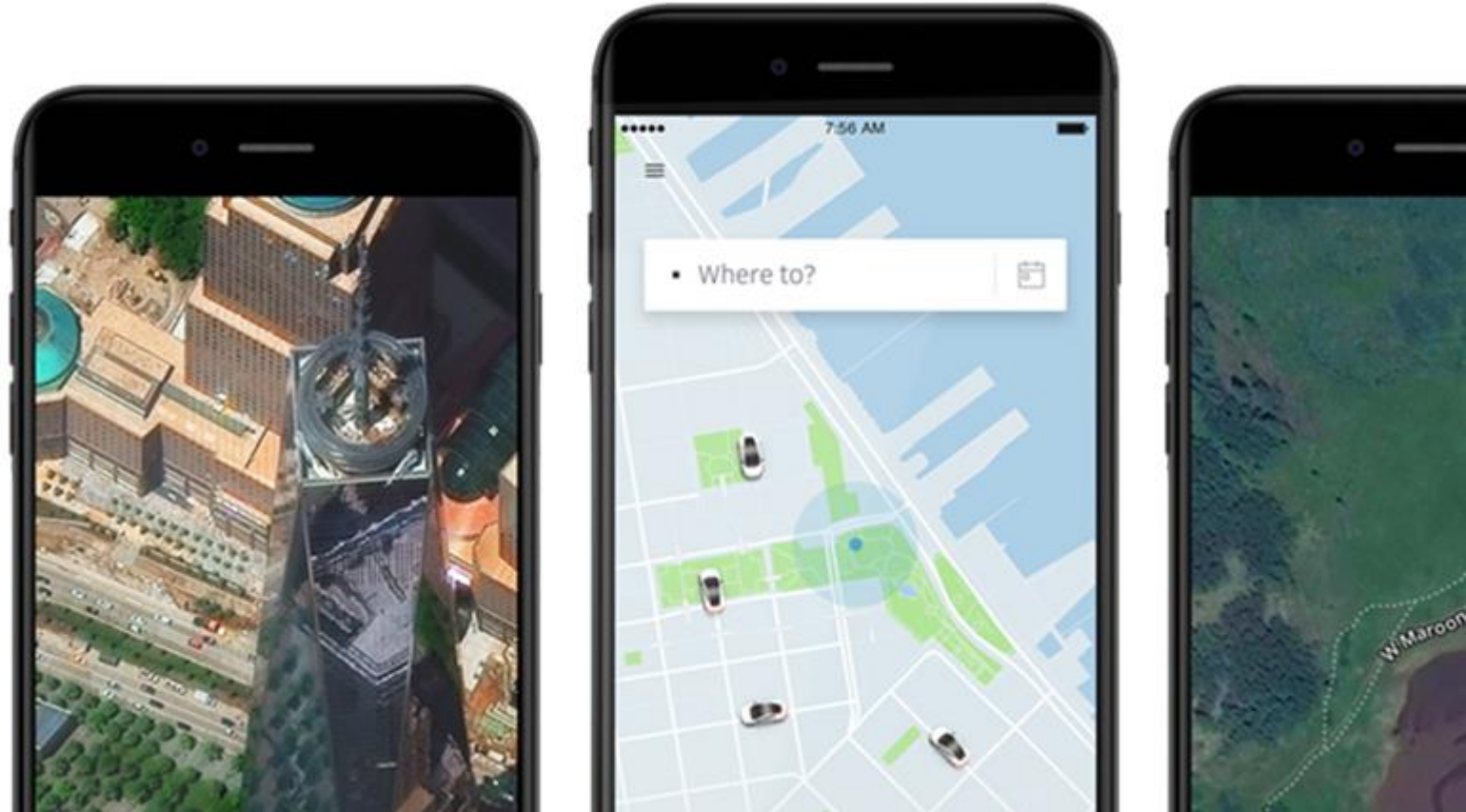
Identify pattern



# DigitalGlobe satellite imagery is ubiquitous.

You've used DigitalGlobe imagery or maps derived from it if you've ever:

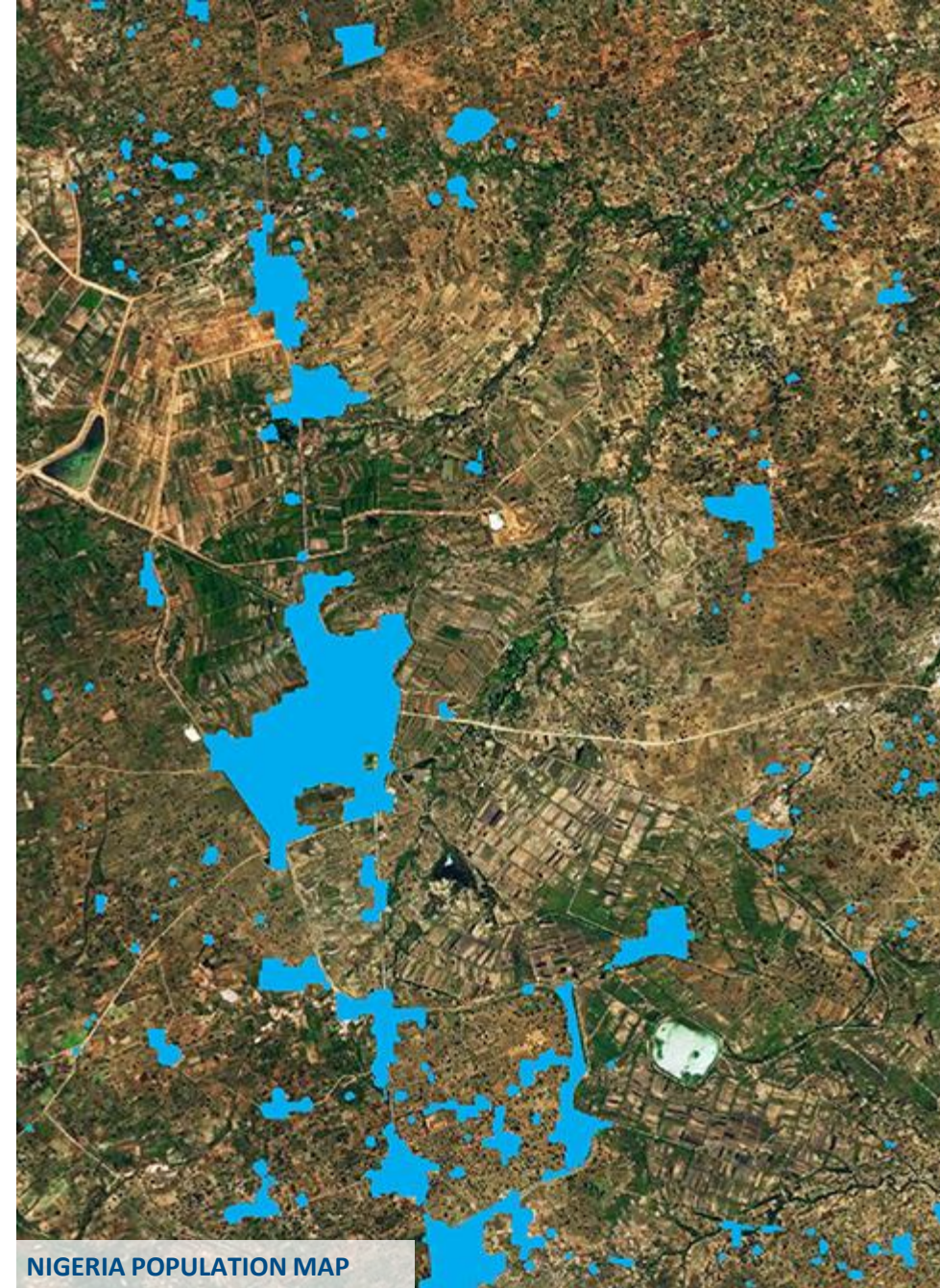
- Searched for directions
- Called for an Uber
- Found a trailhead



## Counting populations to expand internet reach

Using advanced algorithms and geospatial expertise to help Facebook map population centers across the globe. These answers fuel infrastructure development and economic growth by expanding internet access in remote regions.

Facebook aims to bring new economic opportunities to the 4.2 billion people who remain offline.



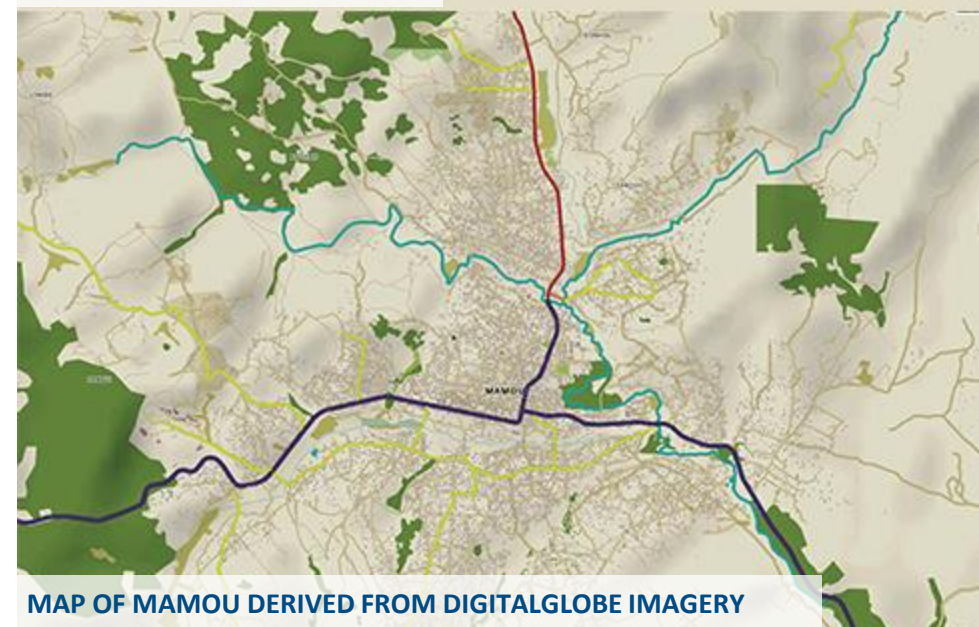
NIGERIA POPULATION MAP

## Eradicating disease with reliable maps

The Bill & Melinda Gates Foundation uses current, high-resolution imagery on revealing uncharted roads and villages in Africa. With up-to-date maps, health workers can access the answers they need to reach disease-affected areas and deliver life-saving medical supplies.



ORIGINAL MAP OF MAMOU



MAP OF MAMOU DERIVED FROM DIGITALGLOBE IMAGERY

# Enabling cost-effective risk assessments

As a location data service provider, PSMA Australia wanted to build a single comprehensive, continent-wide dataset by capturing the entire built environment of Australia.

PSMA partnered with us to quantify, in detail, all 13.5 million addresses coast-to-coast – delivering a revolutionary new platform for location intelligence – using advanced geospatial technology.



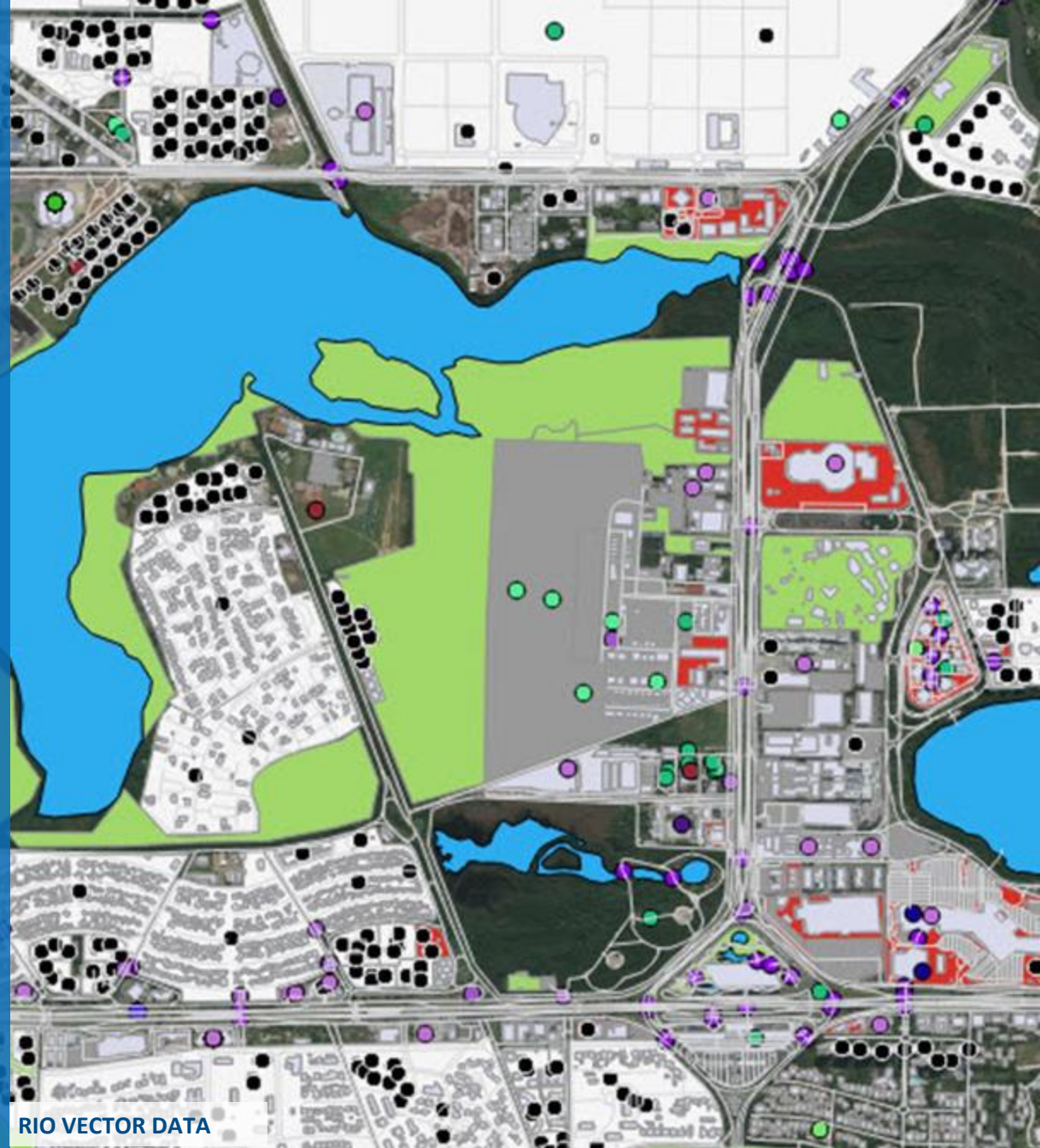
PSMA ADELAIDE MATERIAL TYPES





# Protecting the world's most high-profile events

The highest-quality imagery, 3D elevation models and comprehensive human landscape data helped security teams and local authorities plan emergency responses and mitigate potential threats at the Olympic Games.

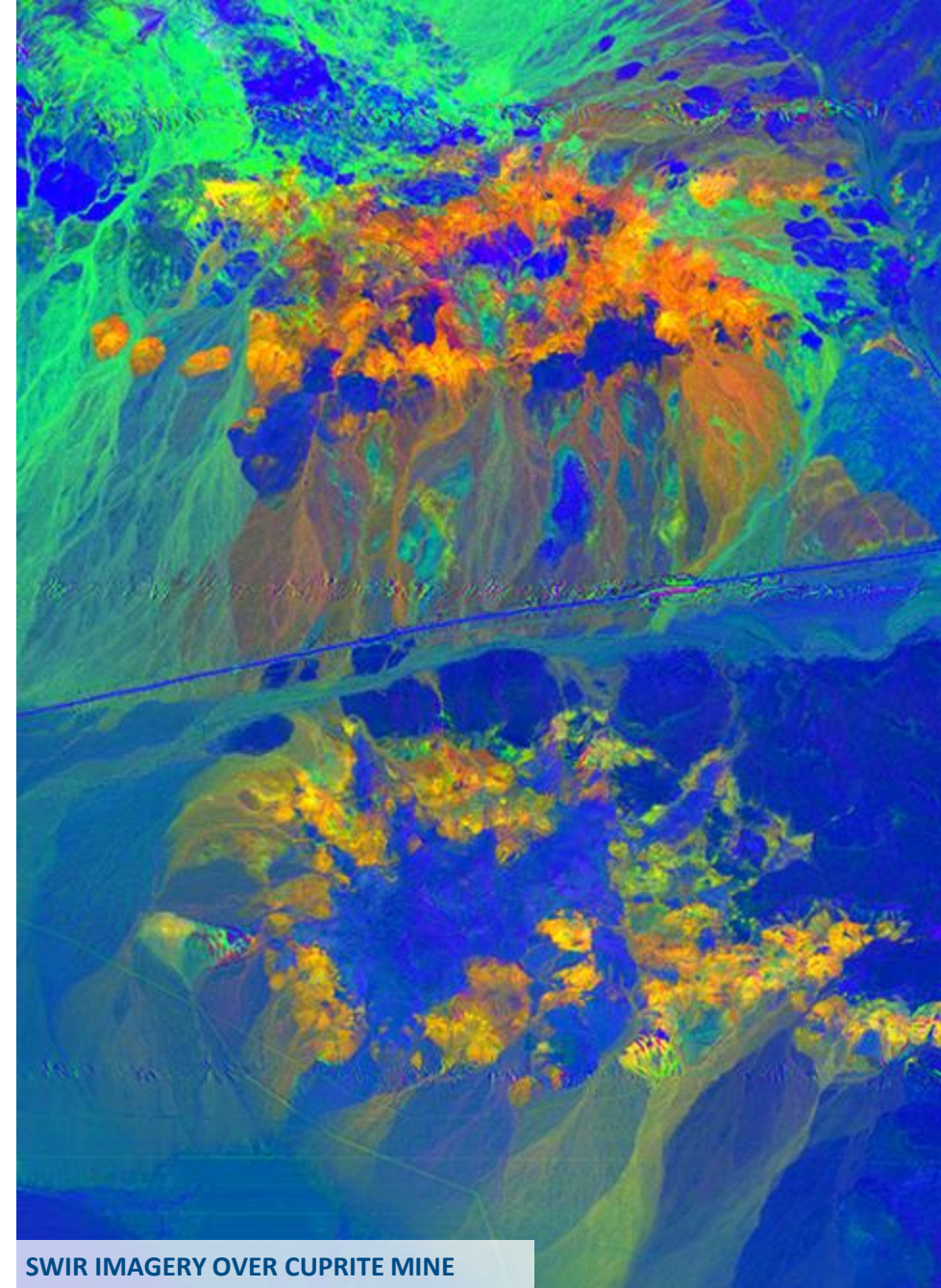


RIO VECTOR DATA



## Maximizing efficiency in mining exploration

Select mining sites and plans excavation work with highly accurate terrain elevation models and multispectral information not visible to the human eye. The result is reduced exploration costs and lower risk when assessing potential mine locations and assuring compliance, rather than from the field.



SWIR IMAGERY OVER CUPRITE MINE

## Logistics planning for disaster response

Team Rubicon, subscribes to fast access to up-to-date imagery access for disaster response.

In the wake of Hurricane Harvey, they mapped passable routes to pockets of water and rescued stranded Houston residents. Current geospatial information enabled them to plan and deploy more quickly, as well as monitor receding waters to mobilize teams for debris removal.



SIMONTON, TEXAS BEFORE HURRICANE HARVEY



SIMONTON, TEXAS AFTER HURRICANE HARVEY

## Capturing evidence that saves lives

With resolution no other commercial satellite can provide, 30cm resolution satellite provided an Associated Press investigation with proof of human trafficking in action: illegal fishing trawlers forcing a kidnapped crew to offload slave-caught fish. This indisputable evidence gave the Indonesian Navy the confidence to act—leading to freedom for more than 2,000 slaves.






tomnod Antarctica: Weddell Seals #2 ⓘ ⓘ Michelle · 2.96k · 295 · 0

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Search and tag these objects:

- 📍 Weddell Seal

Examples & Tips ⓘ



15 seals here

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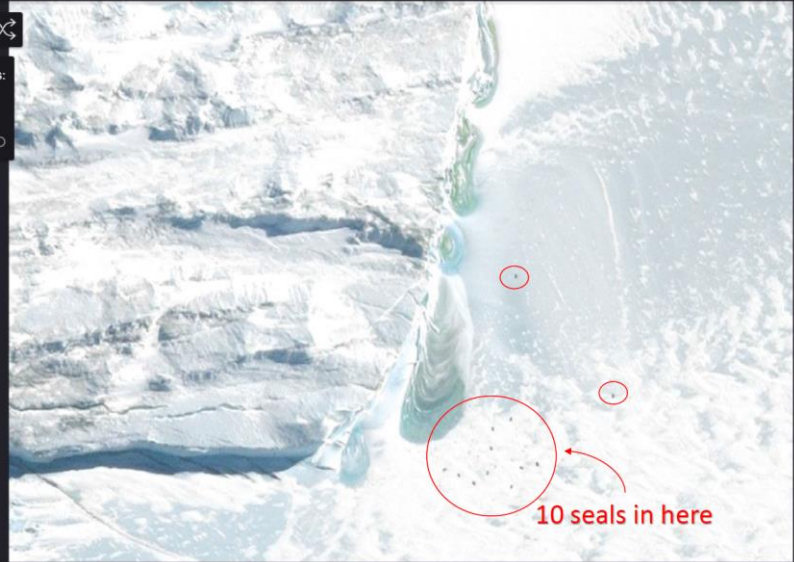
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Examples & Tips ⓘ



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