

GeoEye

See our World...Better than Ever

GeoEye

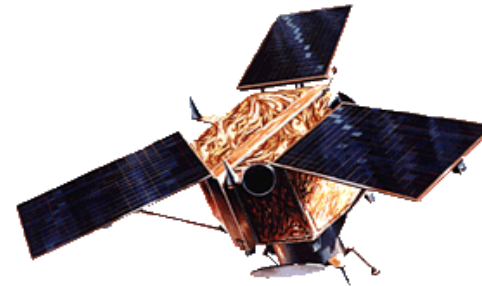
Focus on Africa

Ms. Andrea Cook

Senior Sales Manager
Middle East, Africa & India
GeoEye



GeoEye: Company Overview



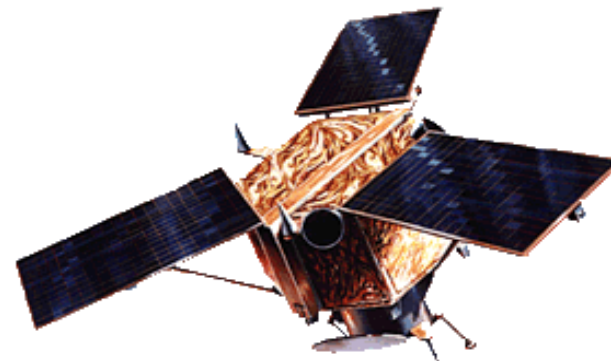
*Offering best resolution – color – accuracy
commercially available*



GeoEye: IKONOS and GeoEye-1

IKONOS

- Launched 24 September 1999
- World's first commercial satellite with 1-meter resolution
 - 0.82 meter panchromatic, 3.2 meters multi-spectral
 - Over 300 million km² of world-wide archive
 - Extensive global network of ground stations

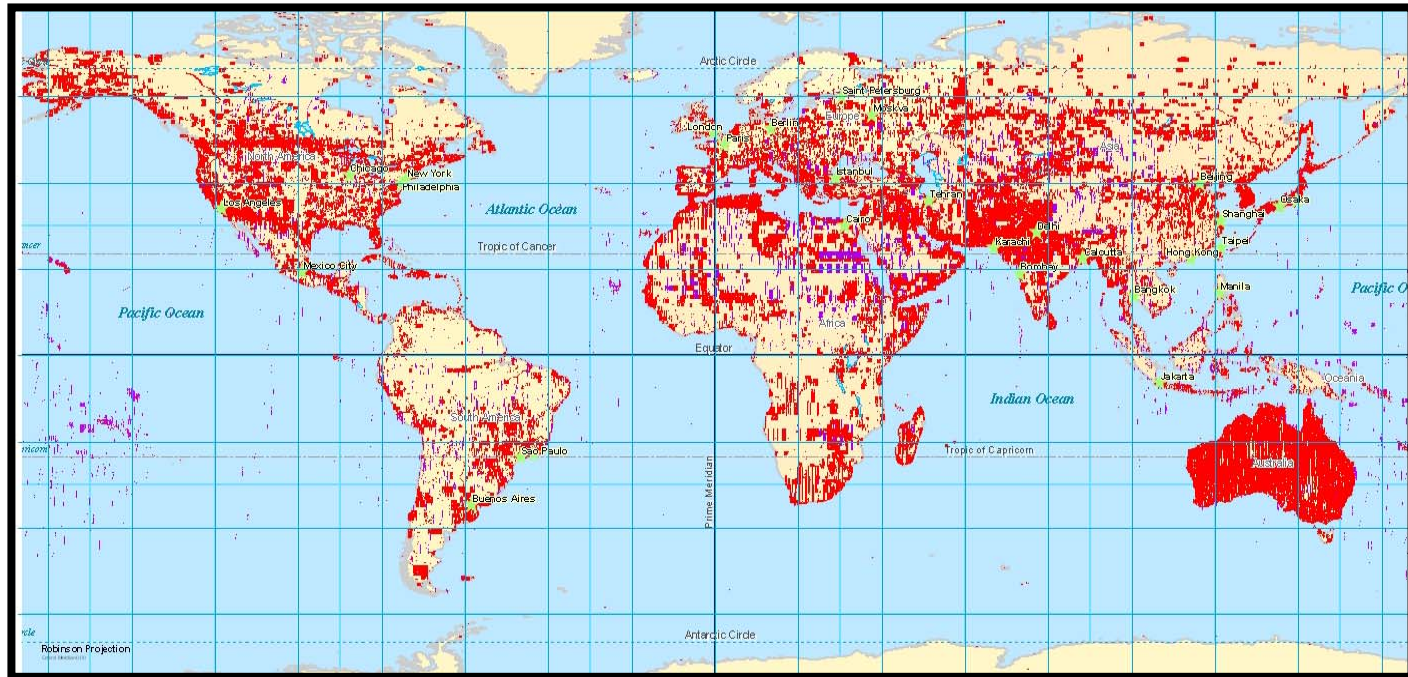


GeoEye-1

- Launched 6 September 2008
- Started Commercial Operations 5 February 2009
- Most advanced satellite commercially available
 - **0.41 meter panchromatic, 1.65 multi-spectral**
 - **Designed for <5m accuracy without ground control**
 - **Up to 700,000 km² per day collection capacity (panchromatic)**
 - **>7 year mission life**



IKONOS: 1 meter imagery



Almost 10 years of archive – still collecting strong

GeoEye-1: First Images



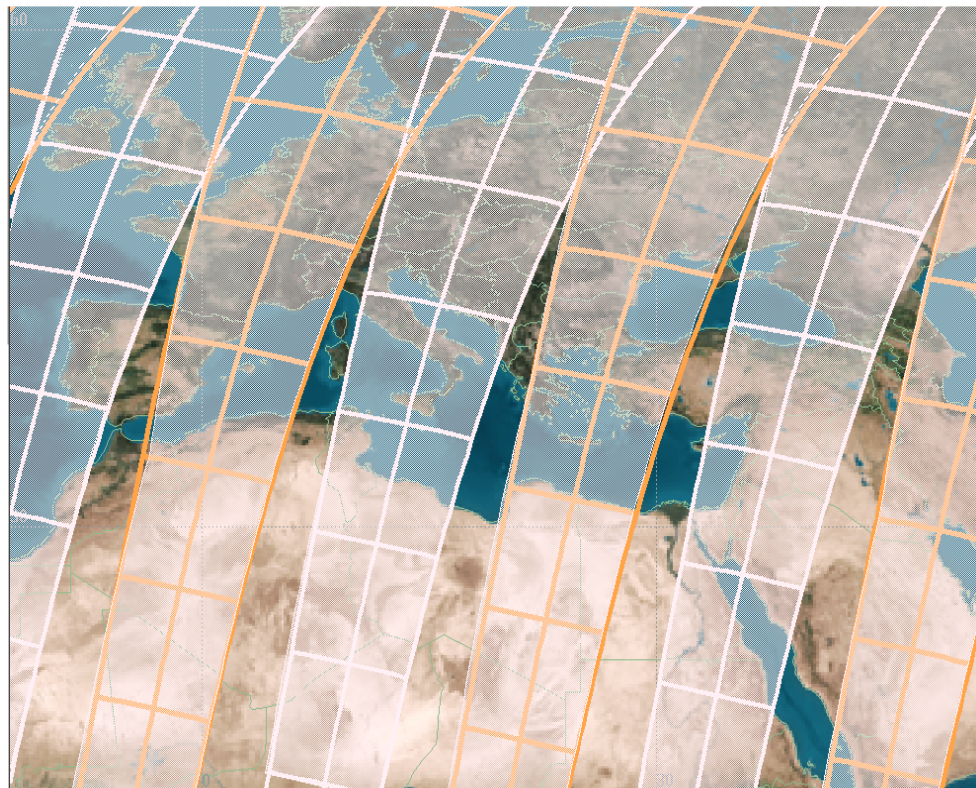
Now Commercially Available – Collecting World Wide



GeoEye Constellation Collection Capacity

**Faster Response Times
Faster Project Completions
More Opportunities Served**

- GeoEye Constellation Collection Capacity
 - GeoEye-1
 - **Image 350,000 km²/day in multi-spectral mode**
 - **700,000 sq km/day panchromatic mode**
 - IKONOS
 - **150,000 sq km/day**
- True Constellation Operations for GeoEye-1 and IKONOS
 - Phased orbit
 - Access to all locations nearly every day



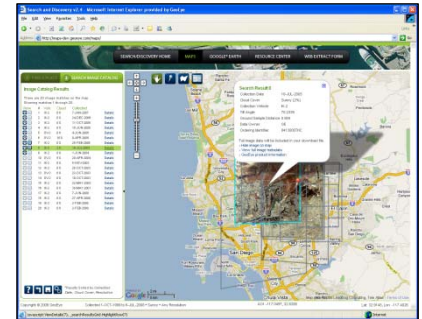
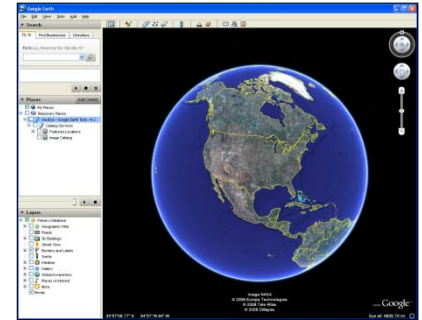
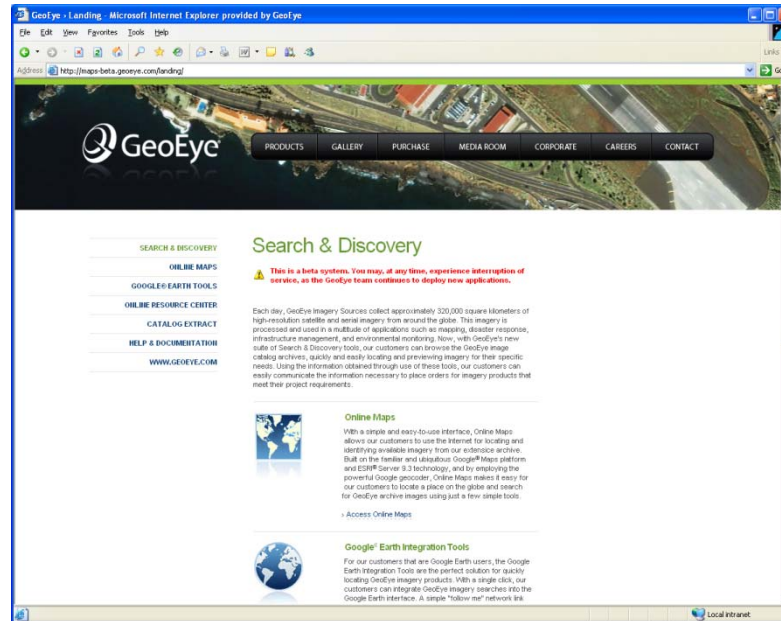
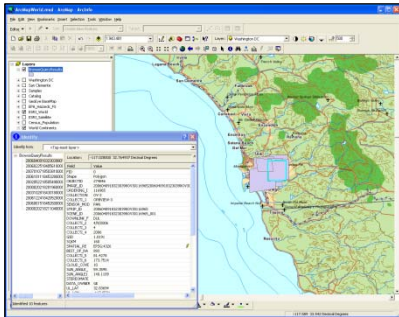
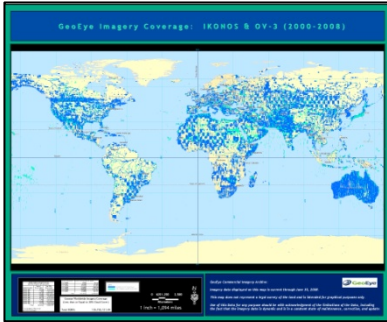
Key:
White = IKONOS Collection path
Orange = GeoEye-1 collection path

**Search GeoEye archive
over 300 million sq. km.
available and ready**

www.geoeye.com



GeoFuse: New Online Search Tool

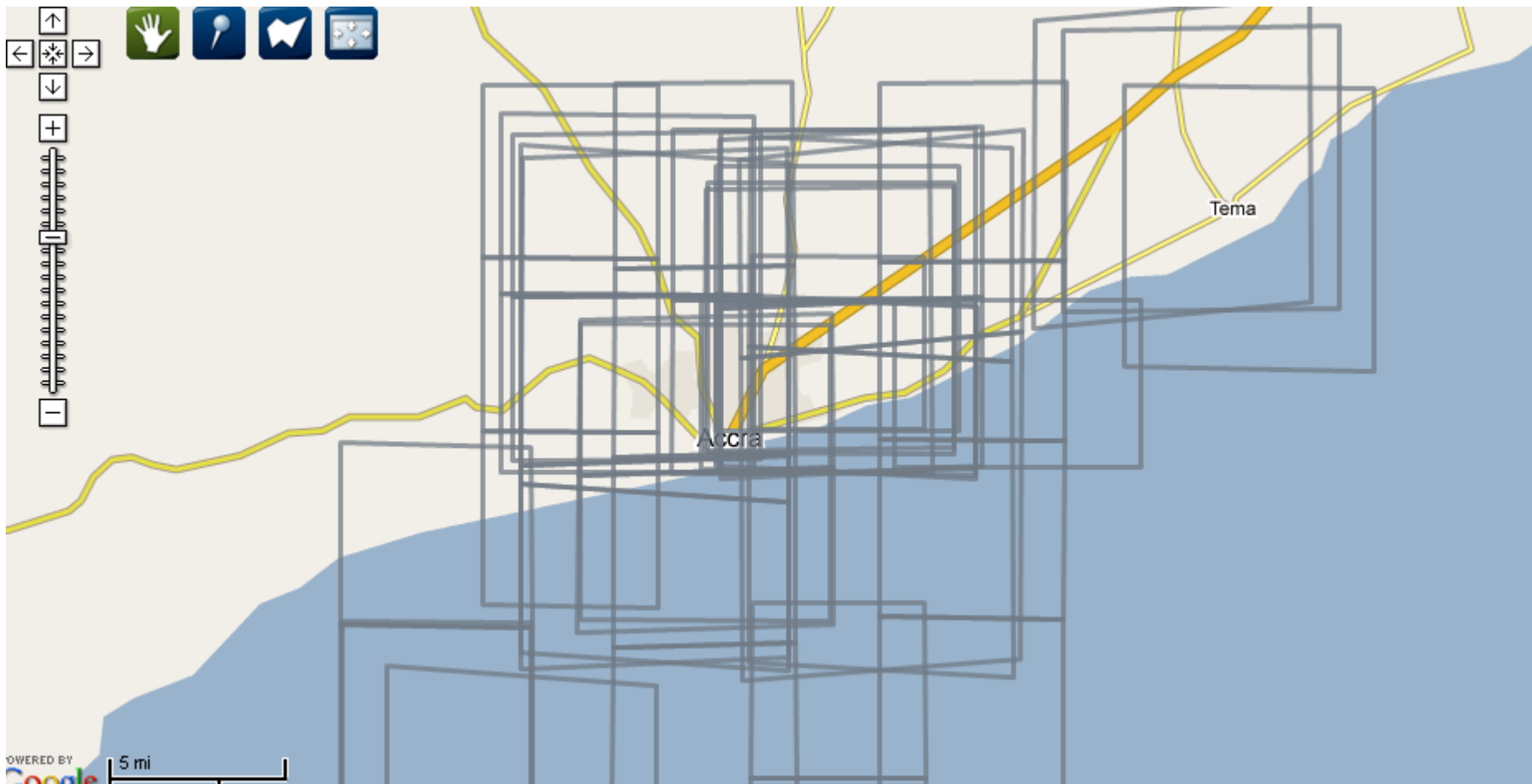


www.geoeye.com

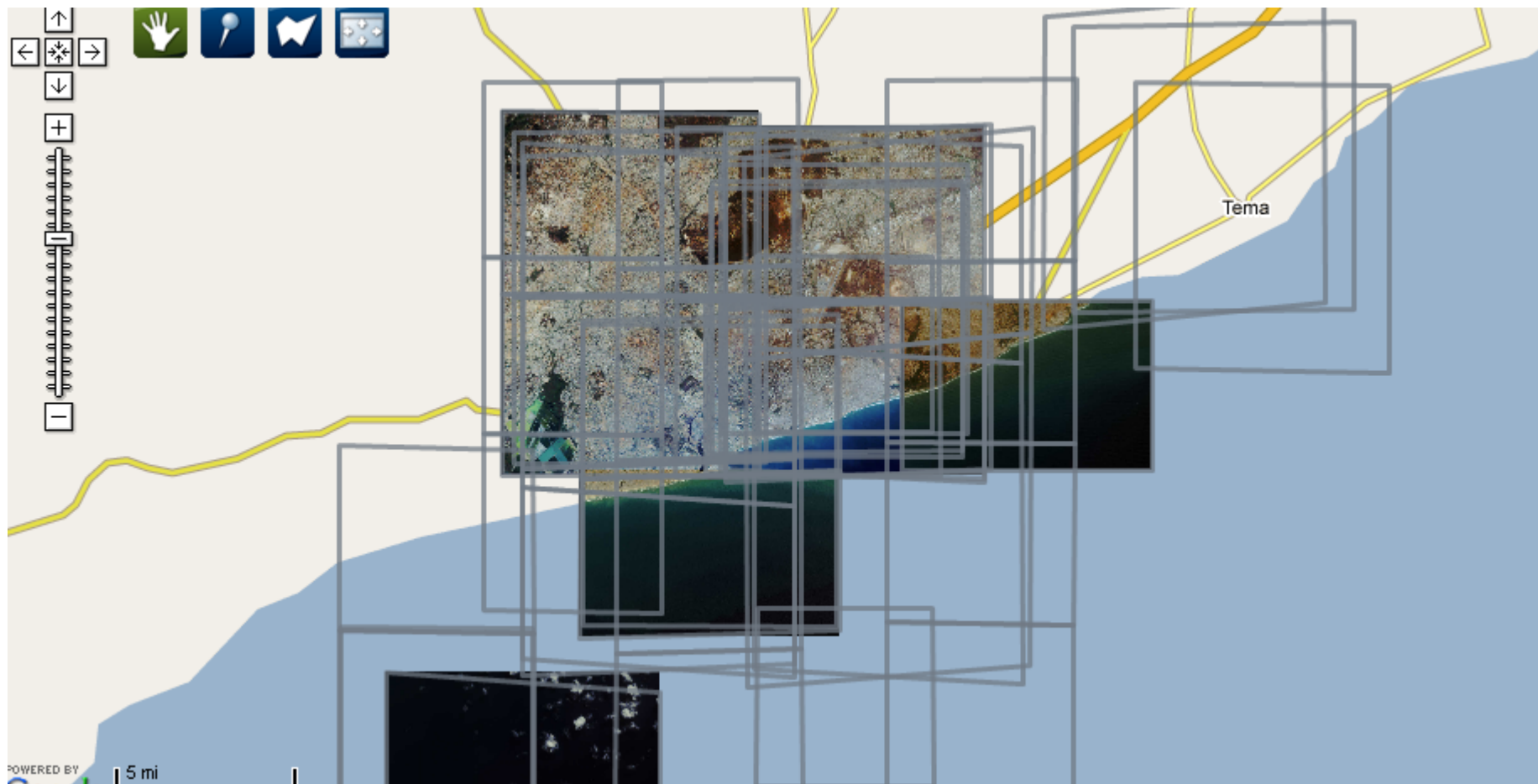
Pick your location - Greater Accra area



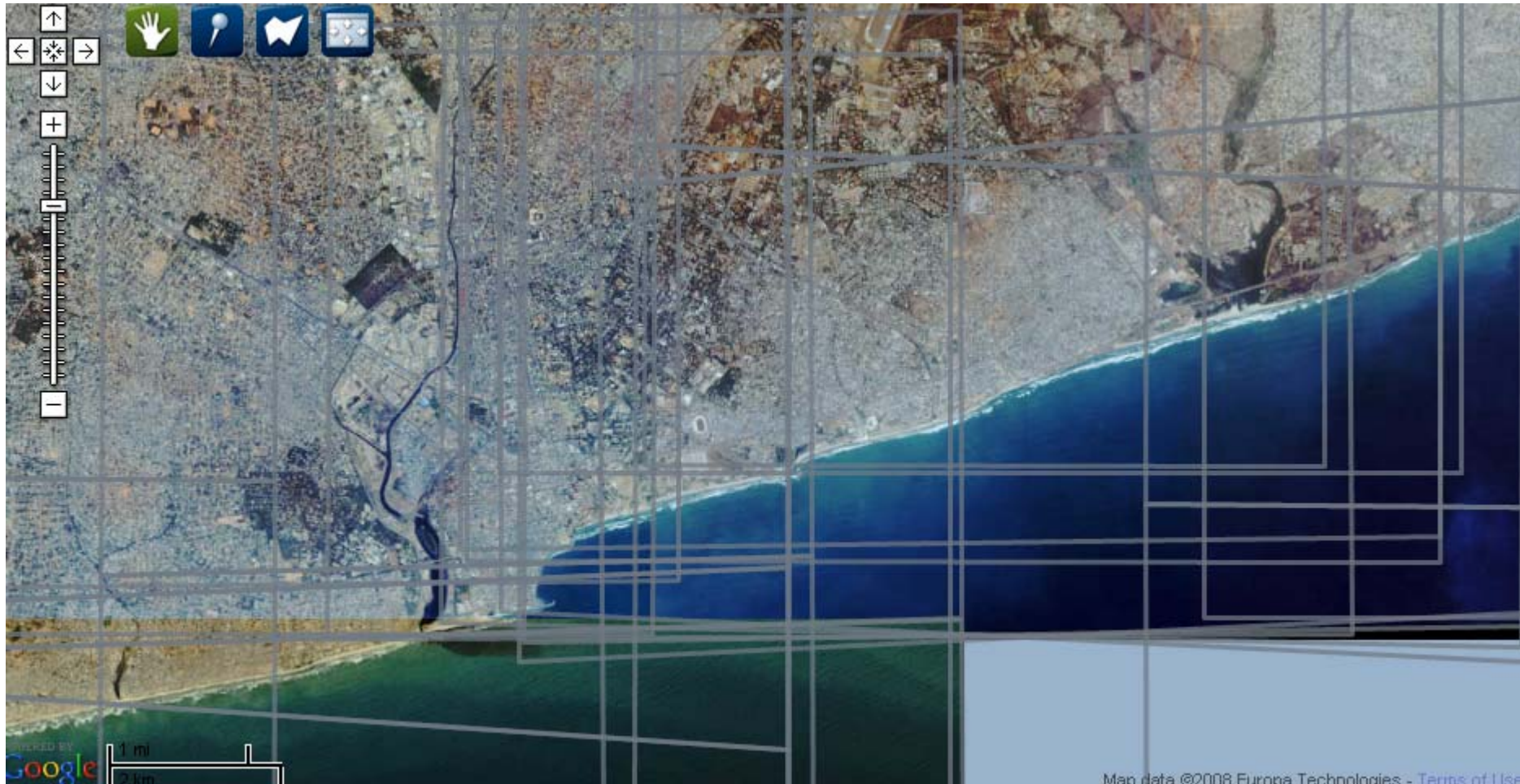
Search for available archive



Show footprints of imagery (1/16 resolution)



Select required scene – area, time, cloud cover



Full resolution 1 meter imagery



Zoom into your Area of Interest



GeoEye in Africa

- Supporting industry
 - Trade events, publications, imagery
- Local Partners
 - South Africa, Kenya, Ethiopia, Senegal, Morocco, Egypt, Nigeria
- GeoEye Foundation
 - Providing imagery for educational, research and non-profit organizations
 - Pilot projects



GeoEye
Foundation

65 awards totaling **50,000** square kilometers

The GeoEye Foundation awards high resolution satellite imagery grants to students and researchers. We are committed to sharing our technology to help train tomorrow's geospatial experts today.

<i>Climate Change, Southern Saharan Desert</i>	<i>Yale University</i>
<i>Disaster Response/Recovery, Bangladesh</i>	<i>University of Manchester</i>
<i>Agriculture Studies, Cambodia</i>	<i>University of Hawaii</i>
<i>Environmental Studies, Madagascar</i>	<i>Blue Ventures Conservation</i>

Educate • Innovate • Inspire

www.geoeyefoundation.org

A 501 (c) (3) non-profit organization

Advantages in Africa

- Strong Demand
 - Commercial and Government
 - Mapping, Census projects, Environmental, Multi-National Corporations, Oil and Gas
- Visual Product
 - 1000 words
 - Imagery provides fast and understandable information to decision makers
- Google Earth, etc.
 - Awareness of industry and imagery available
- Satellite vs. Aerial
 - Less restrictions, higher accuracy, less ground truth

Challenges

- Cost
 - High resolution is still expensive
- Time for project development
 - Projects can take time to define, develop and fund
 - Commercial companies don't always have patience
- Keeping projects on track
 - When projects are funded, lots of parties "jump in"
 - Funding may be routed for alternative projects
- Data storage and Training
- Procurement system
 - Satellite imagery is a big purchase – use for many groups
 - Centralize procurement group, storage and distribution

Moving forward in Africa

- GeoEye has a large source of imagery
 - Want to strengthen commercial relationships
 - Government and Commercial organizations
 - Develop new applications
 - Education and training

Open to new partnerships and collaborations to help get data in the hands of end users

Thank you

