



# Our Changing World Geospatial World Forum

Hanna Kubiak  
Senior Director, International Business  
Development

# What does GeoEye provide?

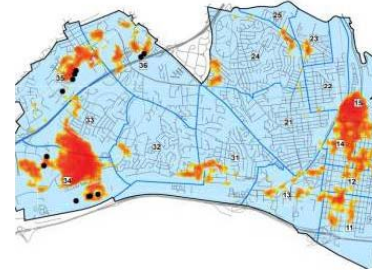
Geospatial information and insight for decision makers who need a clear understanding of our changing world



**Imagery  
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**Production  
Services**



**Information  
Services**

Protecting Lives, Managing Risk, and Optimizing Resources

The only constant  
in our world is change.



## Traditional GIS users

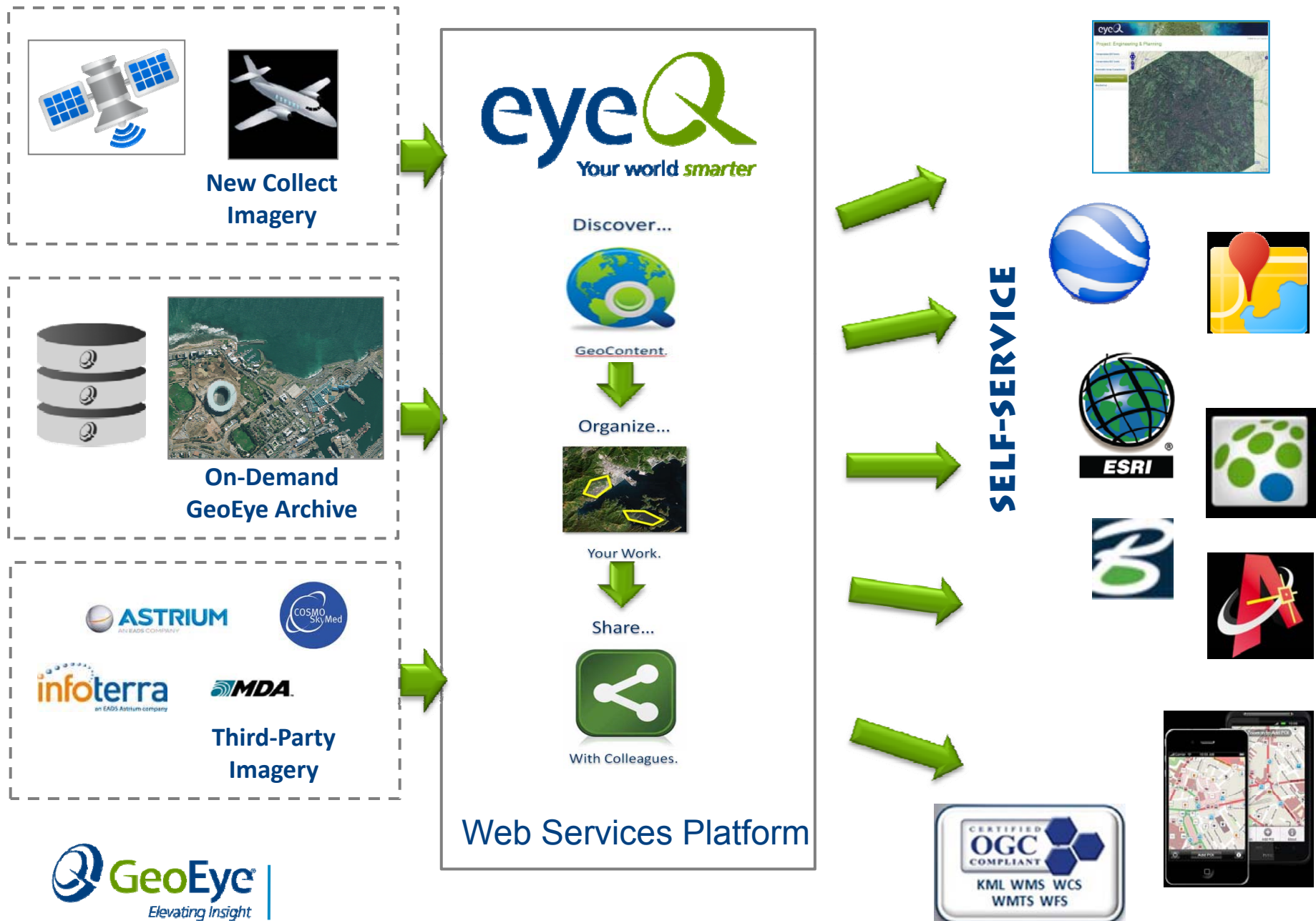


People who need GIS

Online Access via  **eyeQ**  
Your world *smarter*

Delivering critical information to decision makers when and where they need it

# Putting Geospatial Content Into User's Hands...

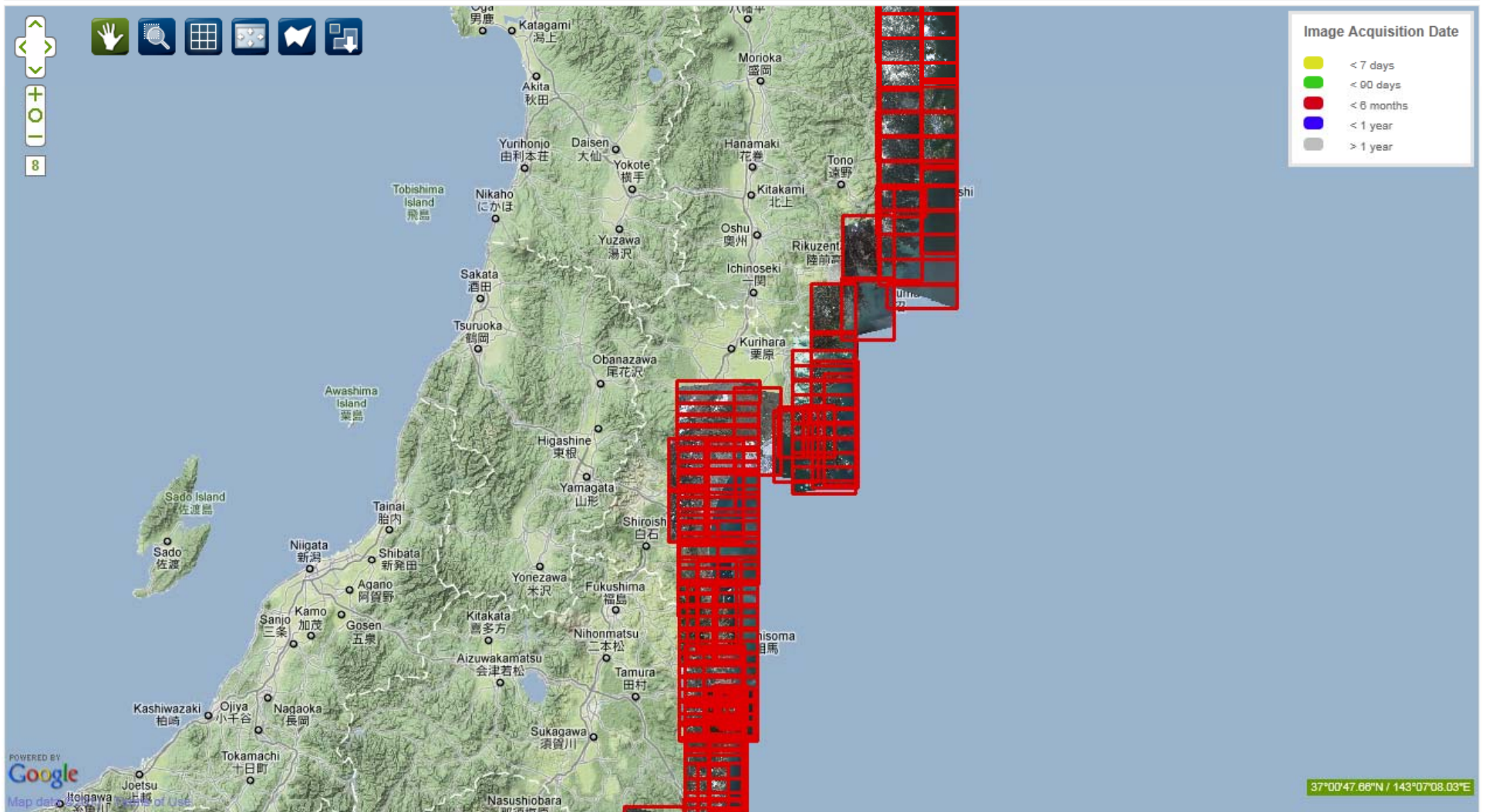


Japan. March 11, 2011.



# Post-Quake (Dates)

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## Sendai Airport

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## LAYER CONTROL



X

**X**

X

X

x





DASHBOARD

SEARCH

Dashboard > Japan Earthquake

## Sendai Airport

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- ☐ Japan Earthquake ... X
- ☒ Japan Earthquake X
- ☐ Japan Pre-Earthqu... X
- ☒ Japan Pre-Earthquake X
- ☐ Site Polygon X

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## Ishinomaki

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- ☐ Japan Earthquake X
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- ☒ Japan Pre-Earthquake X
- ☒ Site Polygon X

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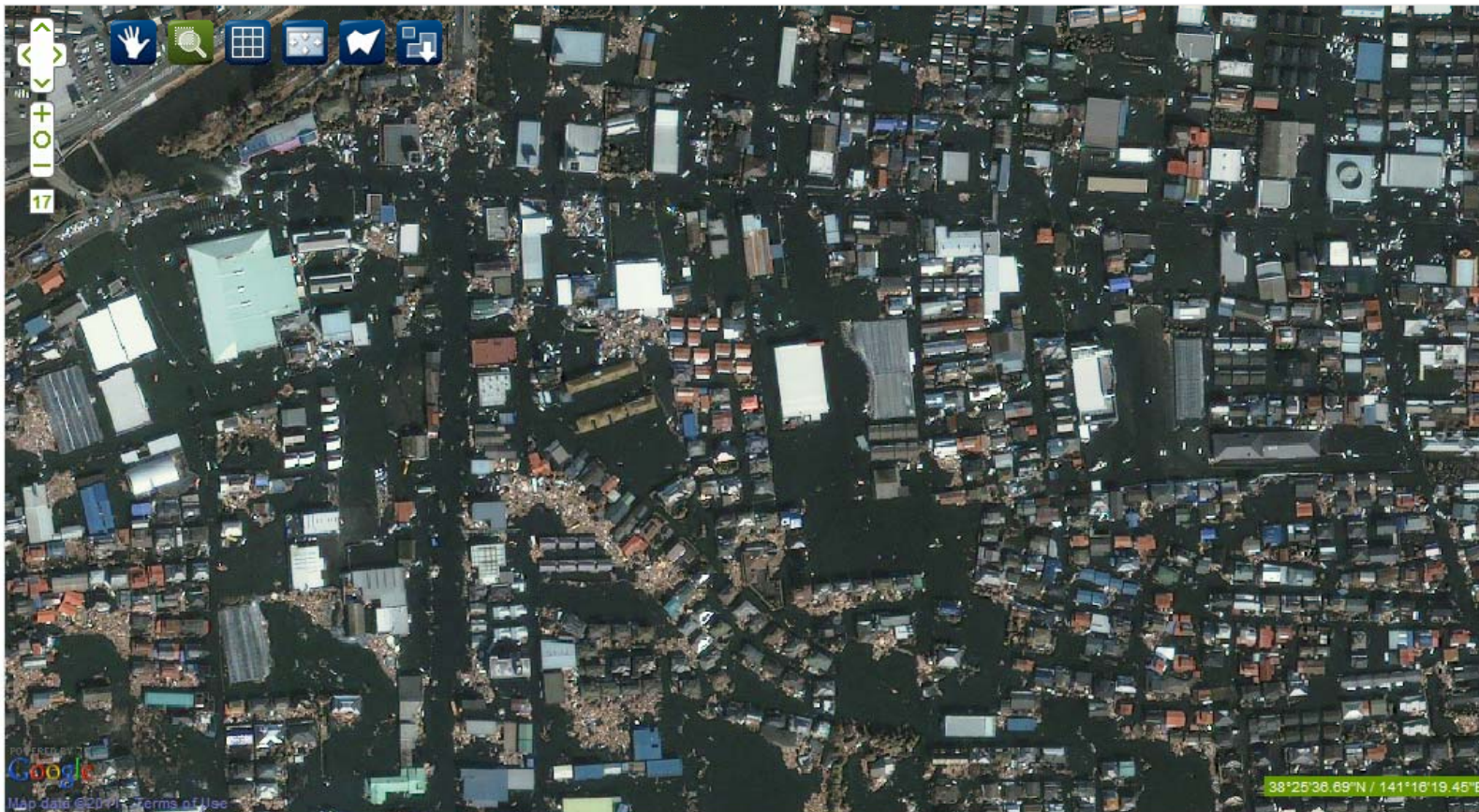
Ishinomaki

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## NorthEastern Japan

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LAYER CONTROL



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Google  
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38°26'43.3"N / 141°27'55.91"E

- ☐ Japan Earthquake ... X
- ☒ Japan Earthquake X
- ☐ Japan Pre-Earthqu... X
- ☒ Japan Pre-Earthquake X
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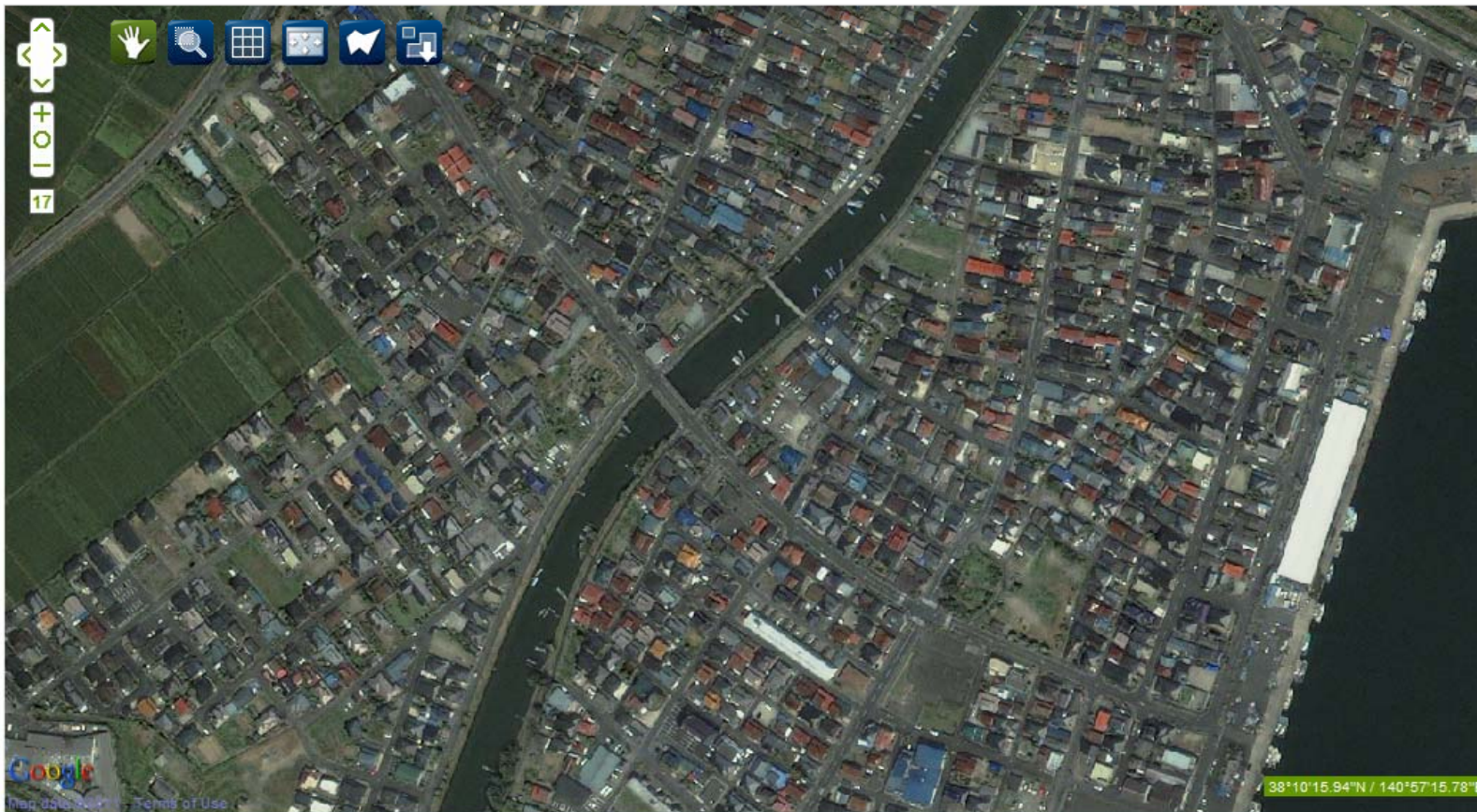
## NorthEastern Japan

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- ☐ Japan Earthquake ... X
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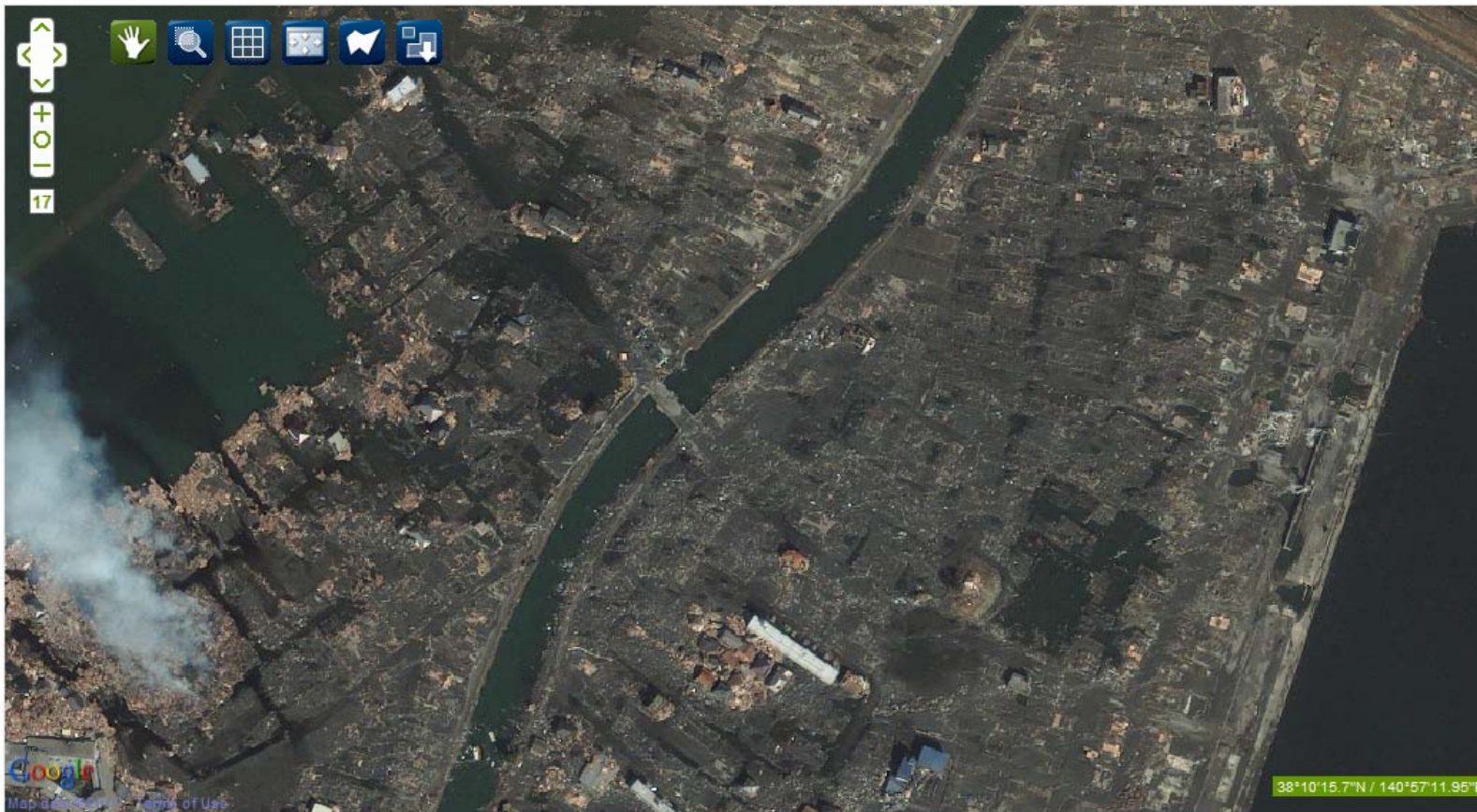
## NorthEastern Japan

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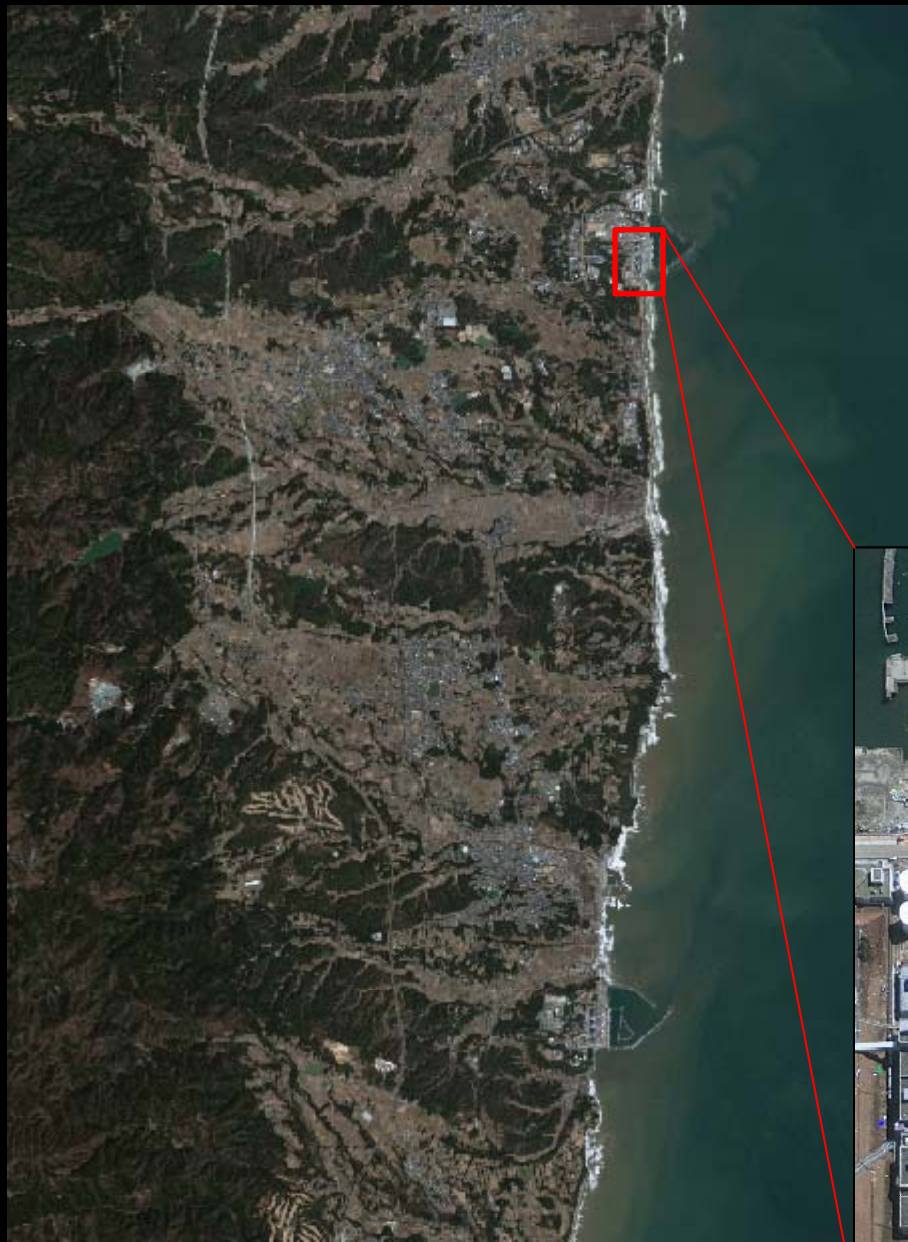
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- ☒ Japan Earthquake X
- ☐ Japan Pre-Earthqu... X
- ☒ Japan Pre-Earthquake X
- ☒ Site Polygon X

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Original Scene = **8GB**

Clip/Ship On-Demand  
Product = **20MB**







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## Fukushima Time Series

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## Fukushima Time Series

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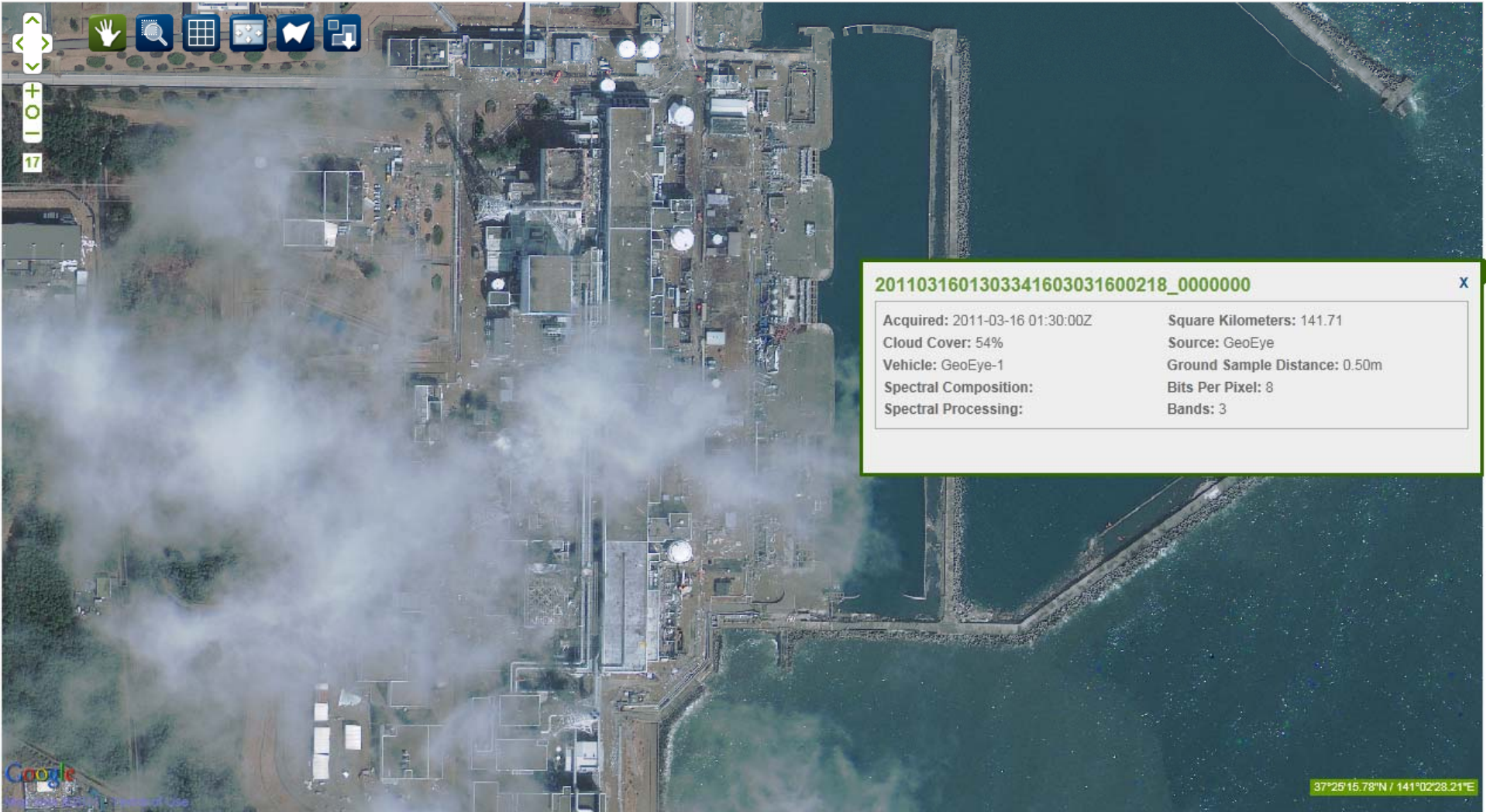
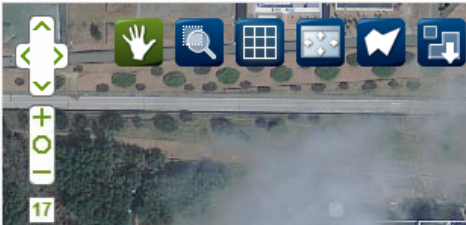
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## Fukushima Time Series

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2011031601303341603031600218\_0000000 X

Acquired: 2011-03-16 01:30:00Z

Cloud Cover: 54%

Vehicle: GeoEye-1

Spectral Composition:

Spectral Processing:

Square Kilometers: 141.71

Source: GeoEye

Ground Sample Distance: 0.50m

Bits Per Pixel: 8

Bands: 3



37°25'15.78"N / 141°02'28.21"E

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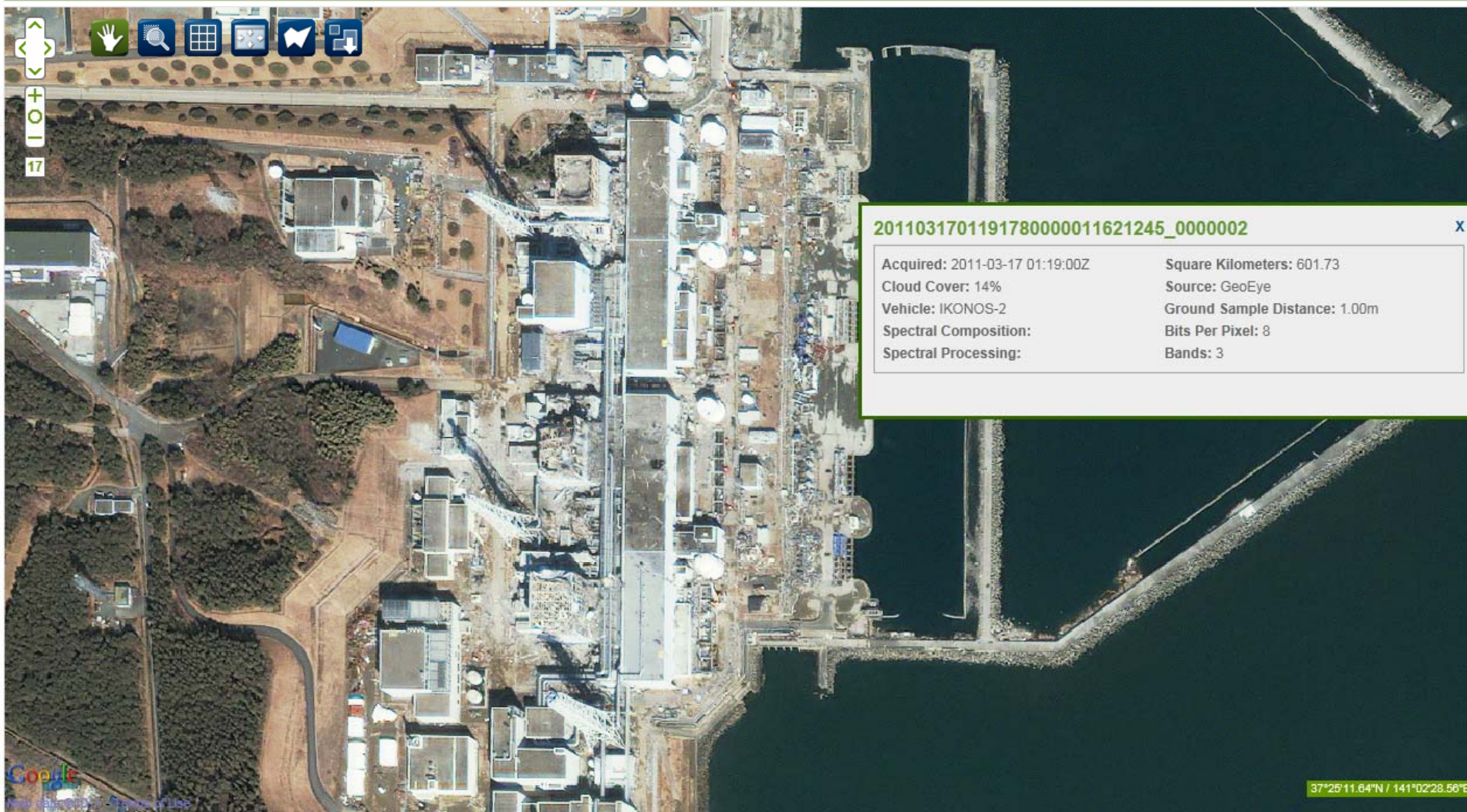
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## Fukushima Time Series

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FUKUSHIMA NUCLEAR POWER STATION I

GEO: 372515N 1410144E

MGRS: 54S WG 02556 41559

DOI: 13MAR11 TOT: 0432Z



UNCLASSIFIED

MODERATE STRUCTURAL DAMAGE TO SURROUNDING  
SUPPORT FACILITIES NEAR COASTLINE



CONF STRUCTURAL DAMAGE TO CONTAINMENT  
VESSEL BUILDING OF NO. 1 REACTOR DUE TO  
EXPLOSION

A

UNCLASSIFIED

NOT FOR COMMERCIAL PURPOSES





# Fukushima Daiichi Nuclear Power Plant

Okuma, Japan

37 25 18N 141 01 56E



3 Minutes After Unit 3  
Reactor Building Explosion

Damaged Unit 3 Reactor  
Building  
(Roof Blown Off; Panel  
Walls Blown Out)

Damaged Unit 1  
Reactor Building

Trucks

DigitalGlobe's Natural Color Satellite Image  
March 14, 2011 (02:04 GMT)

DIGITALGLOBE



The New York Times

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UPDATED March 15, 2011

### Satellite Photos of Japan, Before and After the Quake and Tsunami

Move the slider to compare satellite images, taken by GeoEye/EyeQ, from before and after the disaster.



#### Fukushima Daiichi Nuclear Plant

Japan's largest ongoing threat is at this nuclear power plant. There have been explosions at four of its six reactors and all four have released some radioactive material.



GeoEye/EyeQ



GeoEye/EyeQ



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## The New York Times

Sunday, March 13, 2011 Last Update: 1:35 PM ET

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TRAVEL

All Blogs  
Cartoons  
Classifieds  
Corrections  
Crossword /  
Games  
Education  
First Look  
Learning  
Network  
Multimedia  
NYC Guide  
Obituaries  
Podcasts  
Public Editor  
Sunday  
Magazine  
T Magazine  
Video  
Weather  
Week in ReviewSERVICES  
Movie Tickets  
My Alerts  
NYT Mobile  
NYT Store  
Theater Tickets  
Times Machine  
Times Reader  
Times SkimmerQuake Death Toll in Japan Soars;  
Nuclear Crisis Spreads to 4th Plant

Lee Jae-Won/Routters

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 &gt;

Rescue workers searched for victims in the rubble of homes in Rikuzentakata, Iwate Prefecture.

Prime Minister Calls  
Disaster Country's  
Worst Since WWIIBy MARTIN FACKLER and MARK  
McDONALD 10:23 AM ET

Search-and-rescue teams continued their grim work Sunday as Japan faced mounting humanitarian emergencies and the death toll climbed astronomically.

• Town Reels From Tsunami

THE LEDE BLOG  
Latest Updates LiveBy ROBERT MACKKEY  
Reports on the aftermath in Japan including new videos of the tsunami and the rescue of a man swept out to sea.

• How to Help

ARE YOU AT THE SCENE?

• Send In Your Photos  
• Readers' PhotosLibya's Youth Revolt  
Turns Toward ChaosBy ANTHONY SHADID  
Libya has turned in a new,

## Partial Meltdowns Presumed at Crippled Reactors

By HIROKO TABUCHI and MATTHEW L. WALD 33 minutes ago  
Officials said they were bracing for a second explosion, even as international nuclear experts said radiation had leaked from a fourth nuclear plant.• Residents Near Plants Felt False Sense of Security 1:15 PM ET  
• Tokyo Financial Markets to Open on Monday 12:30 PM ET

## Renewed Fears Over Safety of Nuclear Energy

By NORIMITSU ONISHI, HENRY FOUNTAIN and TOM ZELLER Jr.  
Japan's troubles feed into a resurgence of doubts about the safety of nuclear power.

## MULTIMEDIA

Satellite Photos: Before and After the Disaster



Move the slider to compare images. More Comparisons &gt;

• Reactor Explosion | Shifting Plates  
• The Damage: A Closer Look | MapABUSED AND USED  
At State-Run Homes, Abuse and ImpunityBy DANNY HAKIM  
New York's network of small group homes operates with scant oversight and few

## OPINION &gt;

FRANK RICH  
**Confessions of a  
Recovering Columnist**  
How I started writing  
Opinion columns, and why  
I'm moving on.• Dowd: In Search of  
Monsters | Comments (210)  
• Kristof: Pay Teachers More  
• Cohen: Happynomics  
• Medicaid, N.Y. Budget:  
Cuomo's Cuts |  
Malpractice  
• Op-Ed: Killed by Internet  
• Gordimer, Pericoli: Rooms  
Without a View

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## WHAT'S POPULAR NOW

• Satellite Photos -  
Japan Before and  
After Tsunami -  
Interactive  
Feature• Satellite Photos -  
Japan Before and  
After Tsunami -  
Interactive  
Feature

## BUSINESS DAY &gt;

Google's Quest to Build a  
Better BossA company study found  
that a manager's technical  
skills were far less valued  
by employees than people  
skills.THE NEW  
**DealB%k**  
dealbook.nytimes.com

## The Weekender

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## Japan disasters: Nuke crisis severity equals Chernobyl

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Natori, Miyagi prefecture. Officials estimate that 10,000 of the area's 2.3 million residents may have been killed. At left, April 4, 2010 satellite photo. At right, satellite photo taken on March 12, 2011.



Images by GeoEye

Updated: April 12, 2011, 8:15 a.m. EDT

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June 23, 2011

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## Japan disasters: Nuke crisis severity equals Chernobyl

AP

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**Fukushima reactors** | Natori | Northern Sendai | Sendai airport | Shinchi | Kesennuma

Natori, Miyagi prefecture. Officials estimate that 10,000 of the area's 2.3 million residents may have been killed. At left, April 4, 2010 satellite photo. At right, satellite photo taken on March 12, 2011.



Images by GeoEye

Updated: April 12, 2011, 8:15 a.m. EDT

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## NATION AND WORLD

## Japan pulls workers, suspends operations on nuke plant as radiation surges

By Eric Talmadge and Shino Yuasa  
The Associated Press

POSTED: 03/16/2011 01:00:00 AM MDT  
UPDATED: 03/16/2011 05:13:20 AM MDT



2 people recommend this. Be the first of your friends.

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### Japan disasters: Nuke crisis severity equals Chernobyl

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Natori, Miyagi prefecture. Officials estimate that 10,000 of the area's 2.3 million residents may have been killed. At left, April 4, 2010 satellite photo. At right, satellite photo taken on March 12, 2011.



Updated: April 12, 2011, 8:15 a.m. EDT

Images by GeoEye

SOURCES

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- Denver chosen to launch 'The Book of Mormon' national tour
- Arvada Center doesn't have a hair out of place
- Glen Campbell diagnosed with Alzheimer's
- JK Rowling to reveal secret of 'Pottermore'
- Around the corner: The 7 highs of Denver's Highlands neighborhood
- Columbine High grad, TV anchor claims age, race discrimination
- As doc, writer and rancher, Dr. Robert Greer finds the mix is just right
- No charges against bar in Dunn death

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2 MILLIONAIRES | BONUS DRAWINGS

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**Boulder police seek man who hid in portable toilet - The Denver Post**

366 people recommend this.



**Inside IKEA: Centennial store taking shape - The Denver Post**

296 people recommend this.



**Medicaid will stop covering circumcisions in Colorado - The Denver Post**

196 people recommend this.

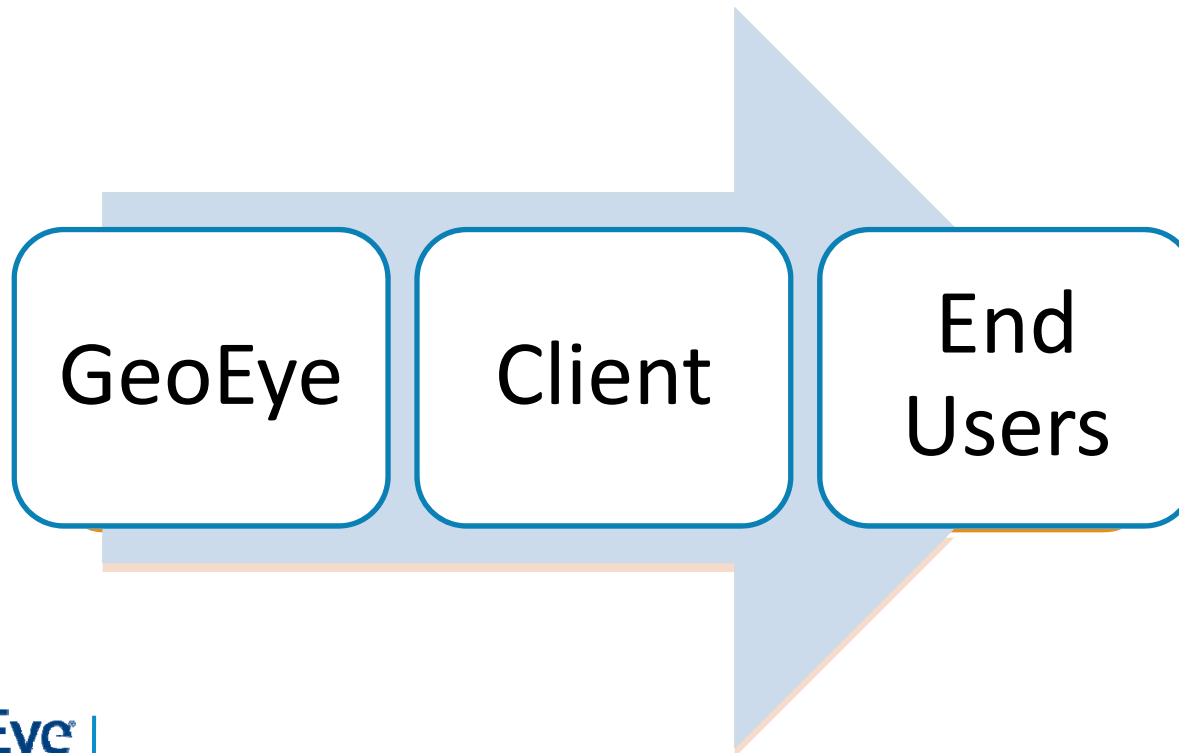


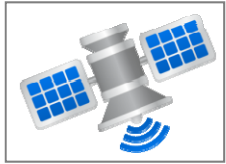
**Arvada Center doesn't have a hair out of place - The Denver Post**

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#### Architecture, Engineering Construction

Construction project monitoring

Pre-bid survey

#### Defense & Intelligence

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Monitoring



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GeoEye Archive**



**Third-Party  
Imagery**





# eyeQ Example Consumers (Apr 2012)

## Government And Non-Government Organizations



## Commercial



## Press & Media

The New York Times





## Traditional GIS users

# ESRI Image Pack

## Product

Subscription providing access to GeoEye high resolution archive imagery New collection and event clause subscription options also available Targeted at ESRI ELA small government customers

## Benefits

- Cost effective way to leverage value of imagery within ESRI investment
- Easily deployed into ArcGIS
- Licensed for sharing with all small government departments



People who need GIS

# GeoEye View

## Product

Visualization only imagery offering priced and licensed for easy use in Google Earth Enterprise, Earth Pro, Earth Builder and Portable Server

## Benefits

- Access to up to date imagery for timely map updates
- Provision directly into Earth Enterprise, Pro and Builder
- Share with millions of Google and Android users
- Flexible licensing enables offline imagery use with Google Earth Portable Server





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