Turning "Big Data" into "Big Information"

Next Generation Solutions for Integrated Decision Making

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Before we look to the future, it's important to look at the **evolution** of the commercial satellite industry.

4th Era:
Analytics

Multi Spectral
Super Spectral
Cloud computing

3rd Era:
Speed

Daily revisit
Delivery in
hours/minutes

2nd Era:
Accuracy

1:10,000 accuracy

1st Era:
Resolution

80 →0.5 Meter Pixels

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Today's level of data collection presents **unprecedented opportunities** to solve tomorrow's problems.
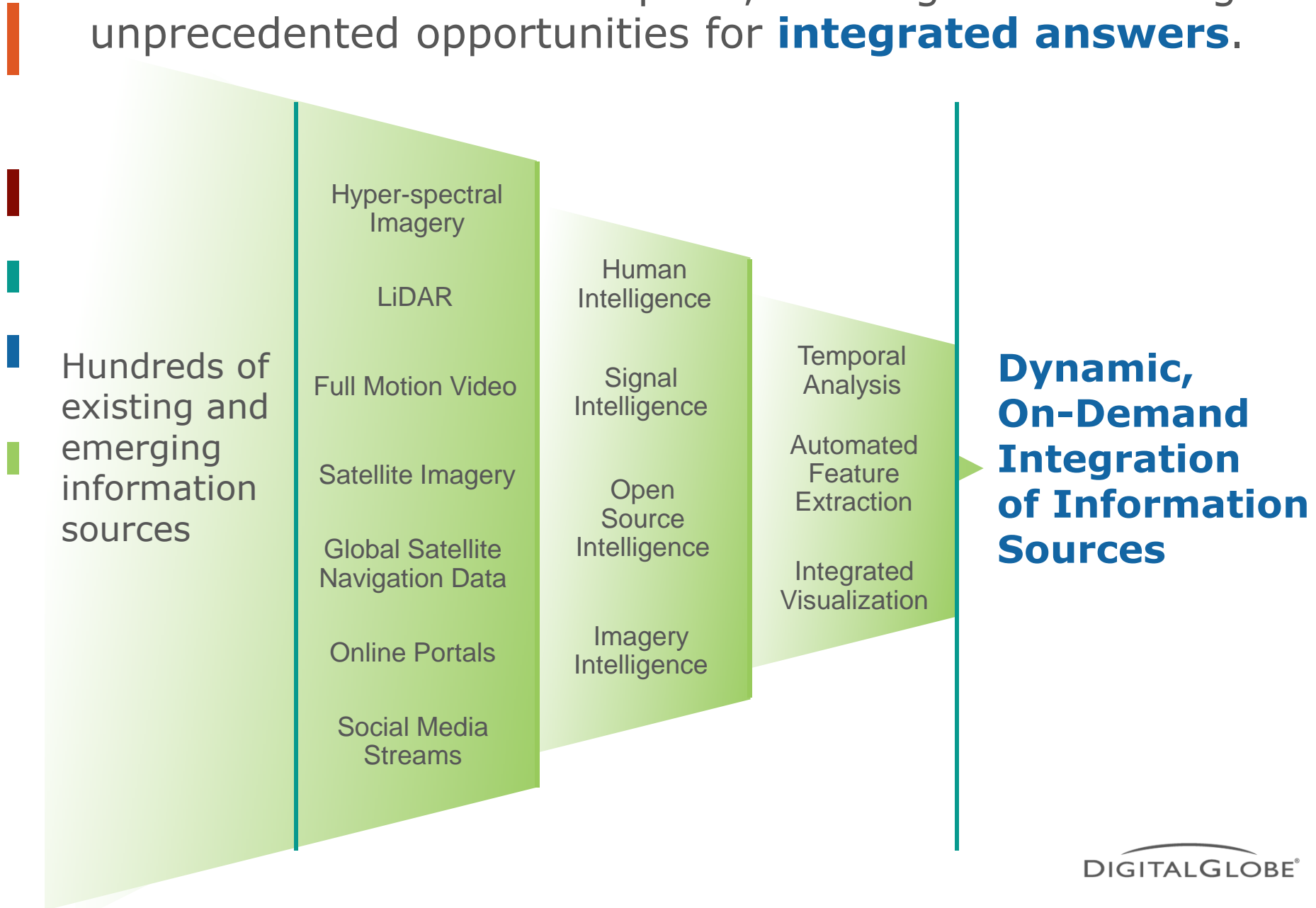
Global Electro-Optical Constellation

10 Satellites Added

13 Satellites Added

29 Satellites Added

5 Sub 5m

12 Sub 5m

26 Sub 5m
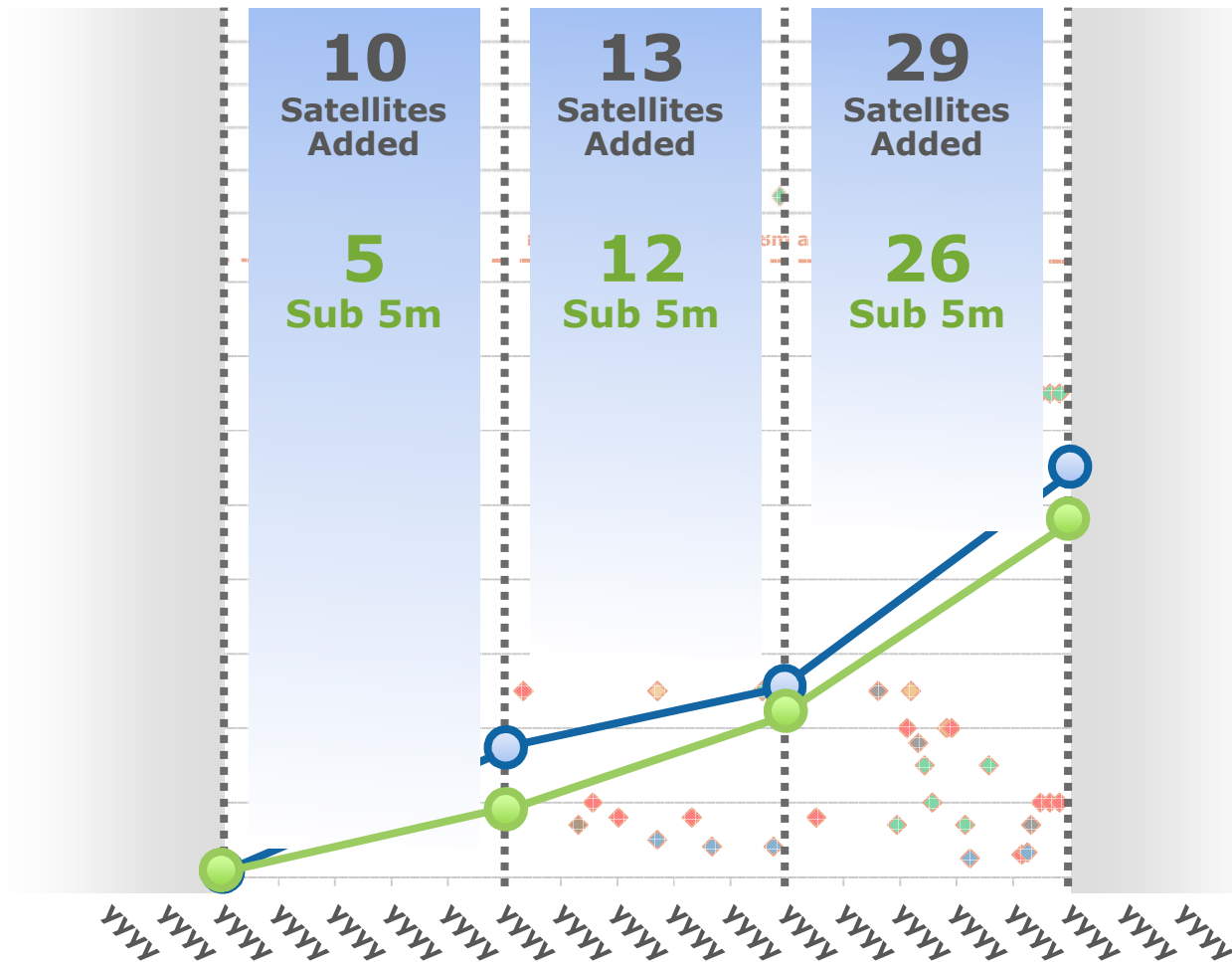
4th Era:
Analytics

Richer content obtained through advanced MSI, LiDAR and Hyper-spectral imagery

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And we're at an inflection point, with Big Data creating unprecedented opportunities for **integrated answers**.

Hundreds of existing and emerging information sources

Hyper-spectral Imagery

LiDAR

Full Motion Video

Satellite Imagery

Global Satellite Navigation Data

Online Portals

Social Media Streams

Human Intelligence

Signal Intelligence

Open Source Intelligence

Imagery Intelligence

Temporal Analysis

Automated Feature Extraction

Integrated Visualization

Dynamic, On-Demand Integration of Information Sources

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Moving forward, a top priority for our industry must be to **make it easier** for you to find those answers.

OPPORTUNITY 1 **Using past trends to anticipate future events**

OPPORTUNITY 2 **Doing more, faster, with fewer resources**

OPPORTUNITY 3 **Finding and synthesizing the right, actionable information within all available data sources**

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You can't predict the future, but looking to the past can now be an effective way to **identify relevant trends**.

Areas of Impact	How More Data Helps
LONG-TERM CHANGES	**Analyzing events occurring over years and decades**
SEASONAL CHANGES	**More accurately monitoring regularly recurring events**
PATTERNS OF LIFE	**More easily monitoring daily events that reveal relationships**

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You can't predict the future, but looking to the past can now be an effective way to **identify relevant trends**.

PATTERNS OF LIFE

We've all supported automation initiatives for years, but current technologies are taking the **next step forward**.

| Areas of Impact	How Data Richness Helps
CATEGORIZING	**More accurately identifying specific surface characteristics**
EXTRACTION	**Efficiently capturing feature information**
LEARNING	**Increasing the value, relevancy and accuracy of results**

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We've all supported automation initiatives for years, but current technologies are taking the **next step forward**.

Saana, Yemen
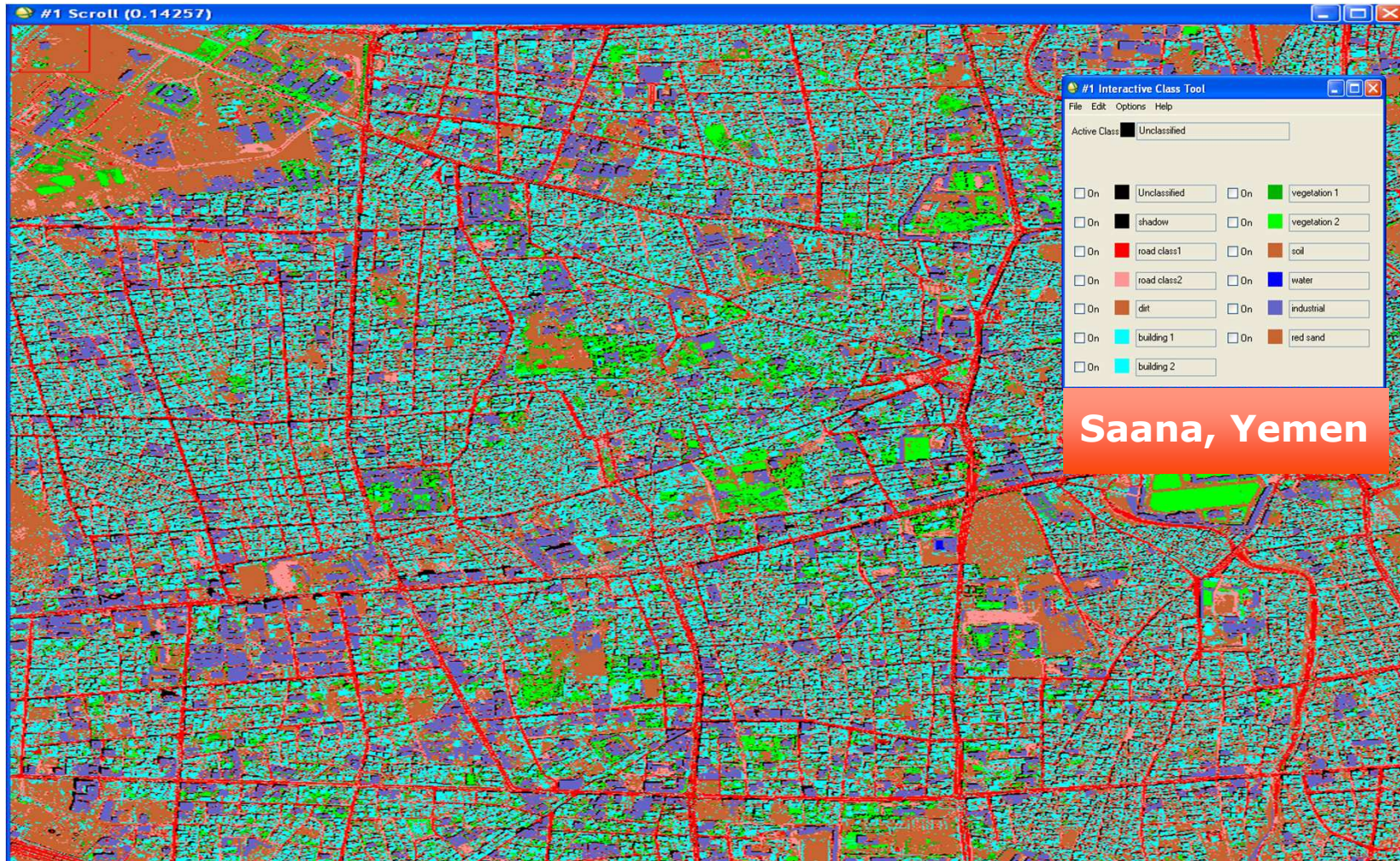
EXTRACTION

Tremendous new opportunities are emerging with **integrated visualization** of complex data sets.

| Areas of Impact	How Advanced Visualization Helps
TRADITIONAL SOURCES	**Enables broad application of authoritative sources**
CROWD-SOURCED INFORMATION	**Enables validation of "suspect" data**
FIELD COLLECTED DATA	**Improves efficiency of mobile data collection**

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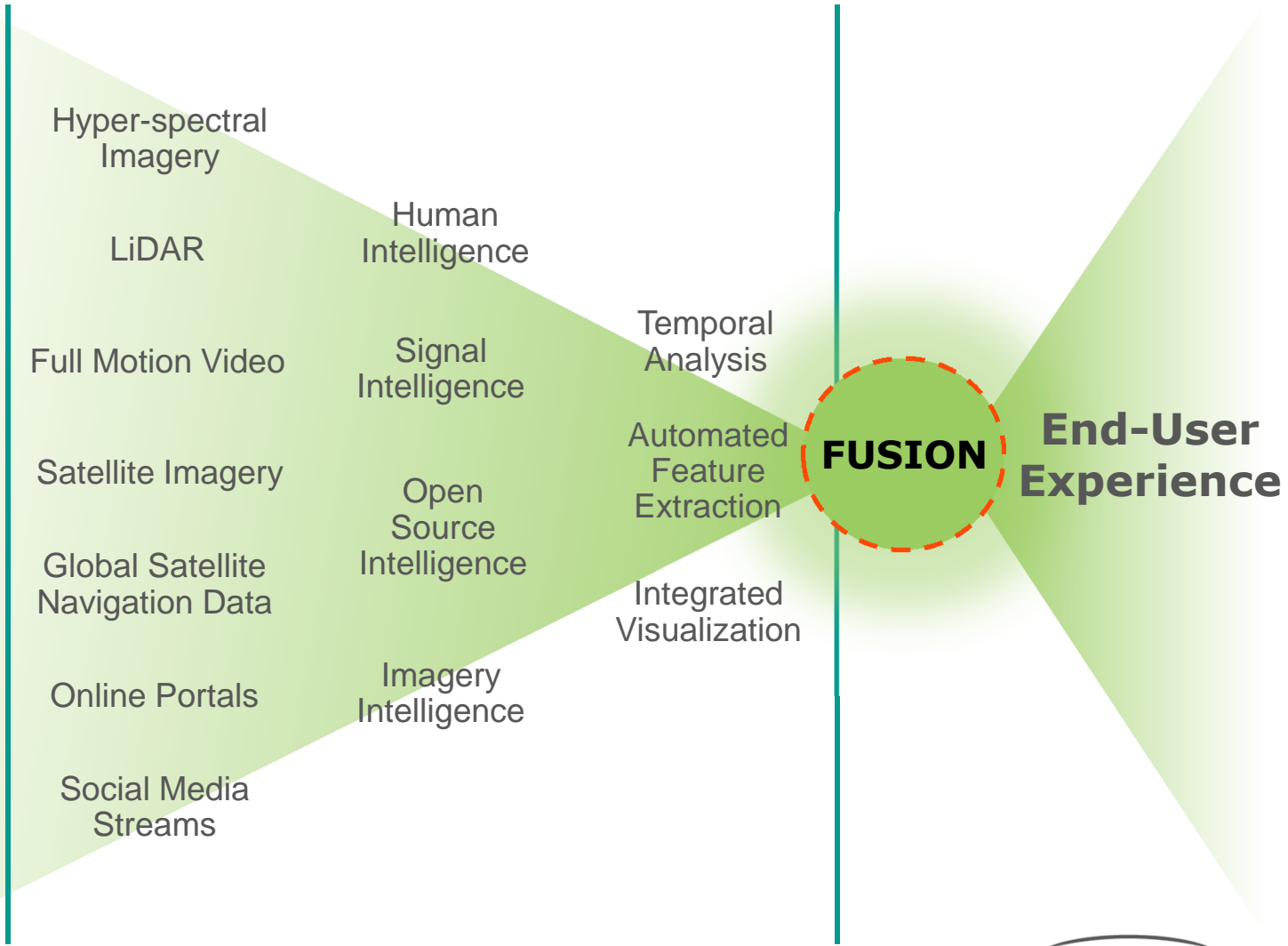# Tremendous new opportunities are emerging with **integrated visualization** of complex data sets.
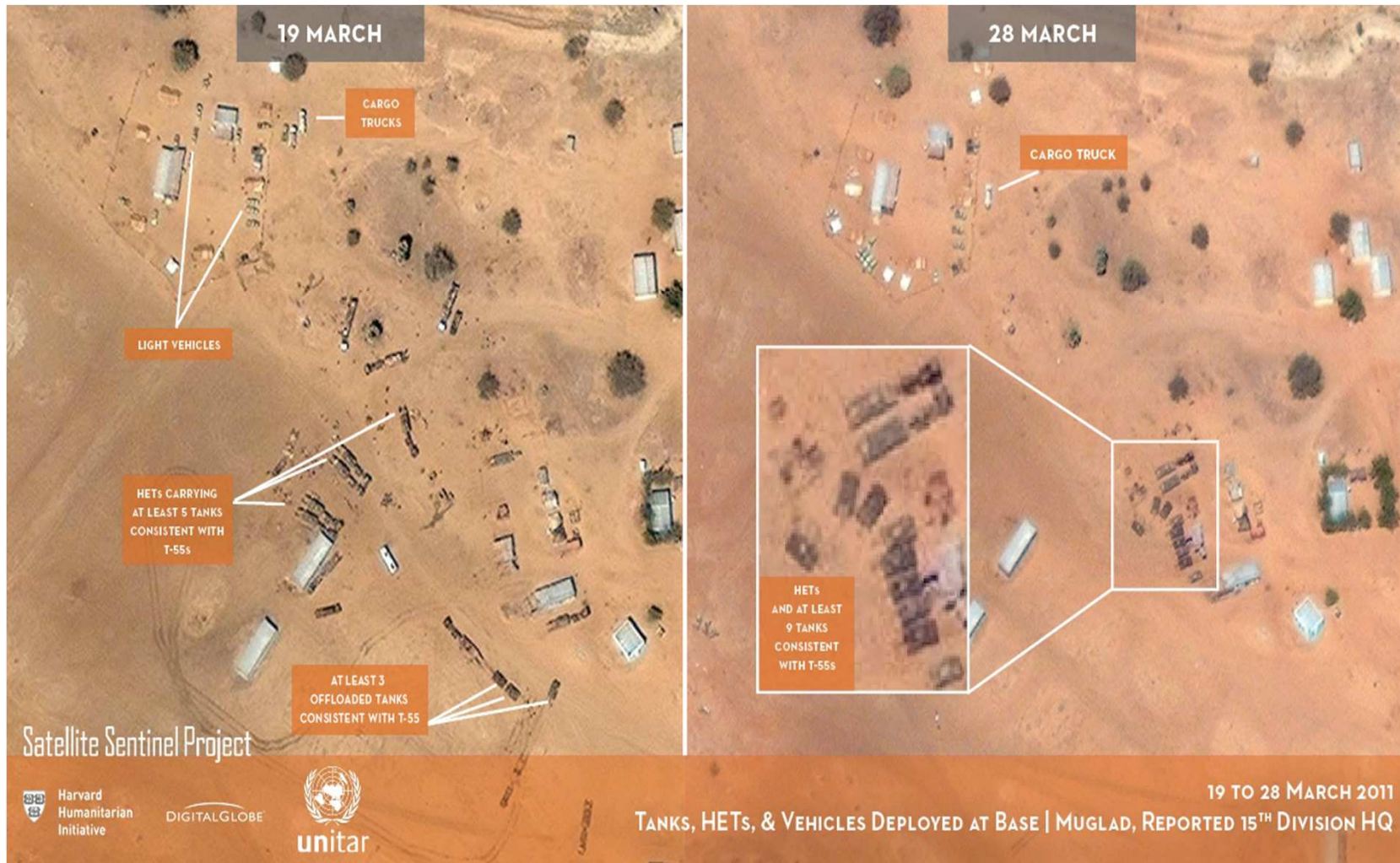
FIELD COLLECTED DATA

So we find ourselves at an inflection point, with unprecedented opportunities for **integrated answers**.

Hundreds of existing and emerging information sources

Hyper-spectral Imagery

LiDAR

Full Motion Video

Satellite Imagery

Global Satellite Navigation Data

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Imagery Intelligence

Temporal Analysis

Automated Feature Extraction

Integrated Visualization

FUSION

End-User Experience

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Helping you find the **answers that matter**, faster, is becoming one of our industry's top priorities.

Single Integrated Interface

FUSION

Hundreds of existing and emerging information sources

Multi-layer

Centralized, Customizable

Optimized for Decision Making

Tailored to the way you work

Shareable/Collaborative

Easy, Fast, Intuitive

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The future of our industry requires **focused priorities** and **clarity of purpose**.

We as providers of geospatial information services must continue increasing the value we provide you, by delivering …

More information, not less

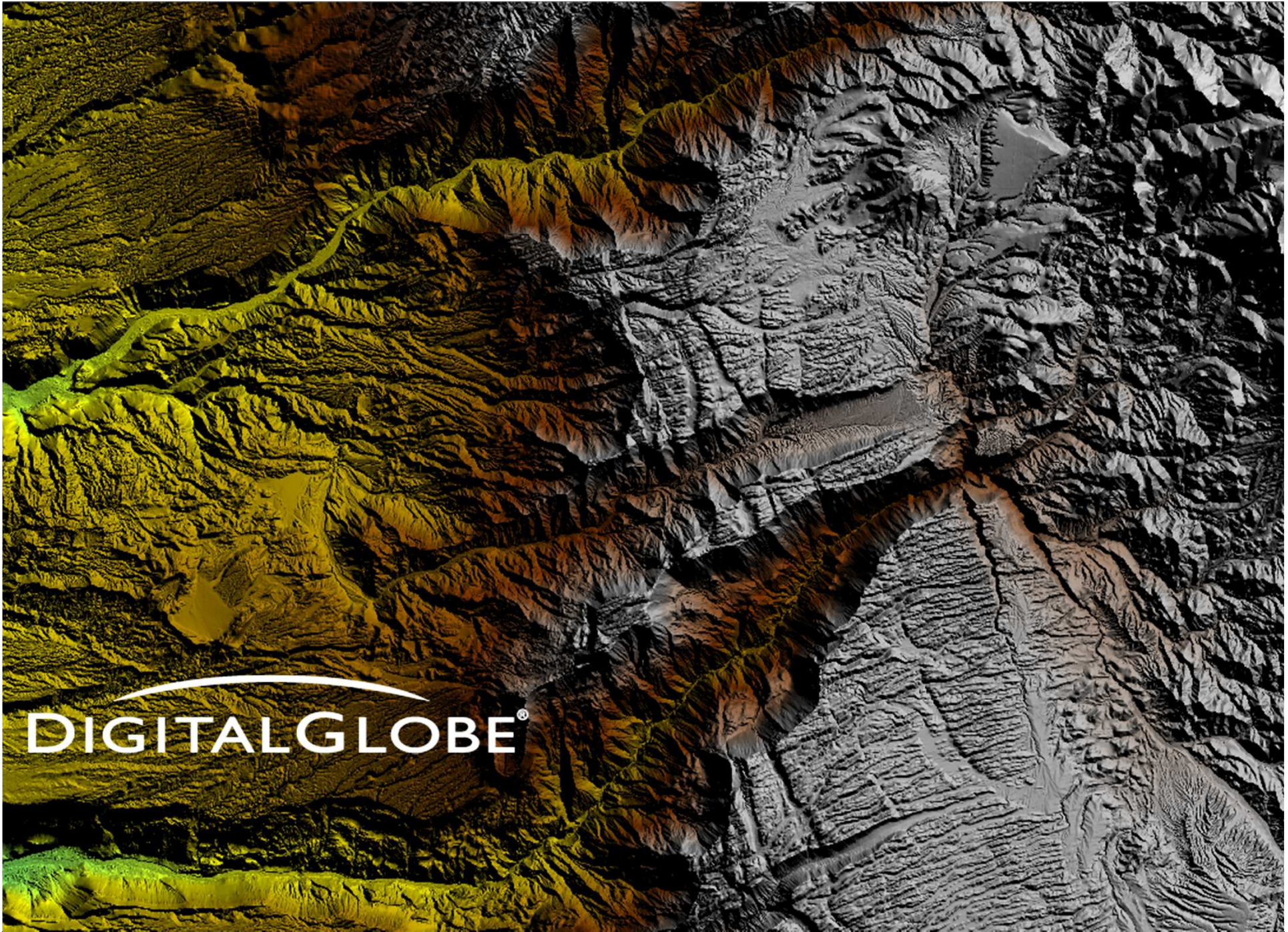**Tools to extract the full value of future sensing technologies**

Integrated applications that help you find trusted answers, faster and easier

Platforms that enable greater sharing and more collaboration

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