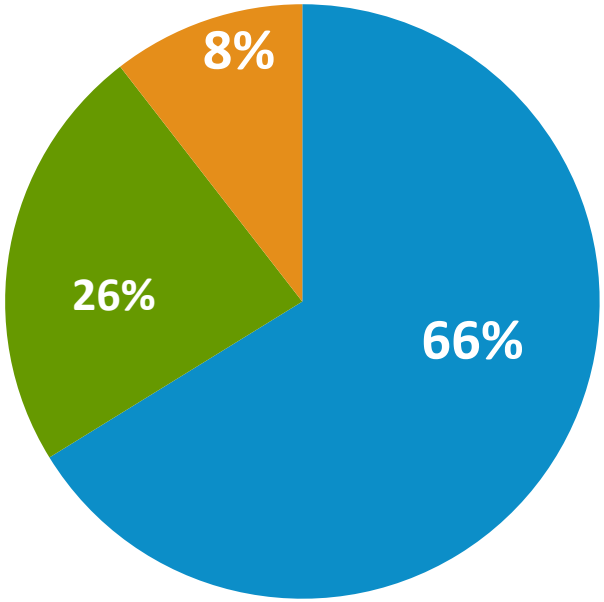
MundoGeo Connect: Future of Remote Sensing

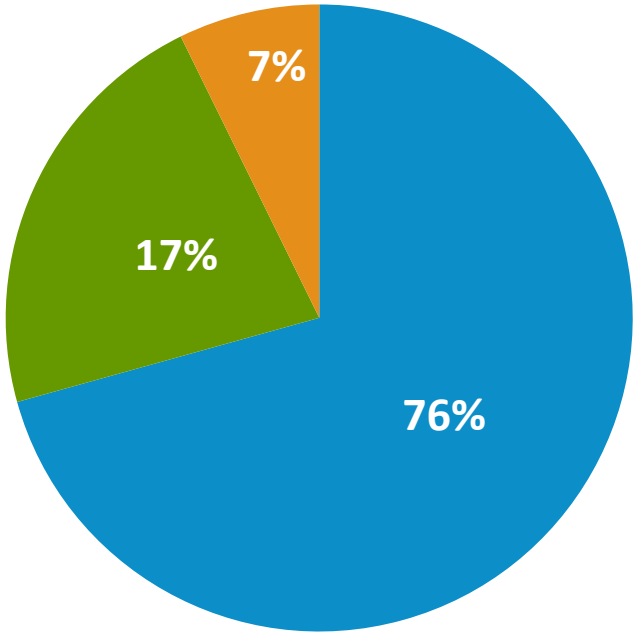
May 29, 2012

GeoEye
Elevating Insight

Industry Growth: What are the Drivers?

GeoEye Revenue Mix





U.S. Gov't Int'l U.S .Commercial

Imagery Prod. NextView Cost Share

US Government Represents a Large Share

Industry Growth Drivers

U.S. Government

- The role of commercial providers is expanding in U.S. Government imagery and architecture plans
- EnhancedView contract – 10-year NGA program

Internet Search Engines

- Increasing global demand for imagery and value-added content
- Imagery enhances the user experience
- An increasing number of distribution platforms

Location-based Services

- Convergence of GPS, personal navigation devices, and mapping tools with new mobile technologies (iPhone, Blackberry, etc.)

Spatial Data Mgmt.. and Processing

- Strong growth and availability of data and imagery combined with improved accuracy and higher resolution
- Strong demand for advanced processing and analysis

Emerging Markets for Geospatial Information

- Moving from desktop applications to enterprise and Web-based systems
- Cloud computing drives the market for business intelligence and software-as-a-service platforms

Global Market Opportunities

[1] Euroconsult, Assessment of the High Resolution Optical Earth Observation Market – 2011; 4 year forward looking CAGR
[2] Euroconsult, Satellite-Based Earth Observation - 2010
[3] IDC, Worldwide Spatial Information Management Software 2008-2012 Forecast

Trend: Commercial Imagery Reliance & Demand


March 12, 2011

Japan, Before and After the Quake and Tsunami

The Number One Viewed Item for 2011 on Facebook's Top 40 List

From March 13, when the New York Times first published this, to Nov. 30, the Japan before/after interactive had **14,884,530** page views. Also seen on:

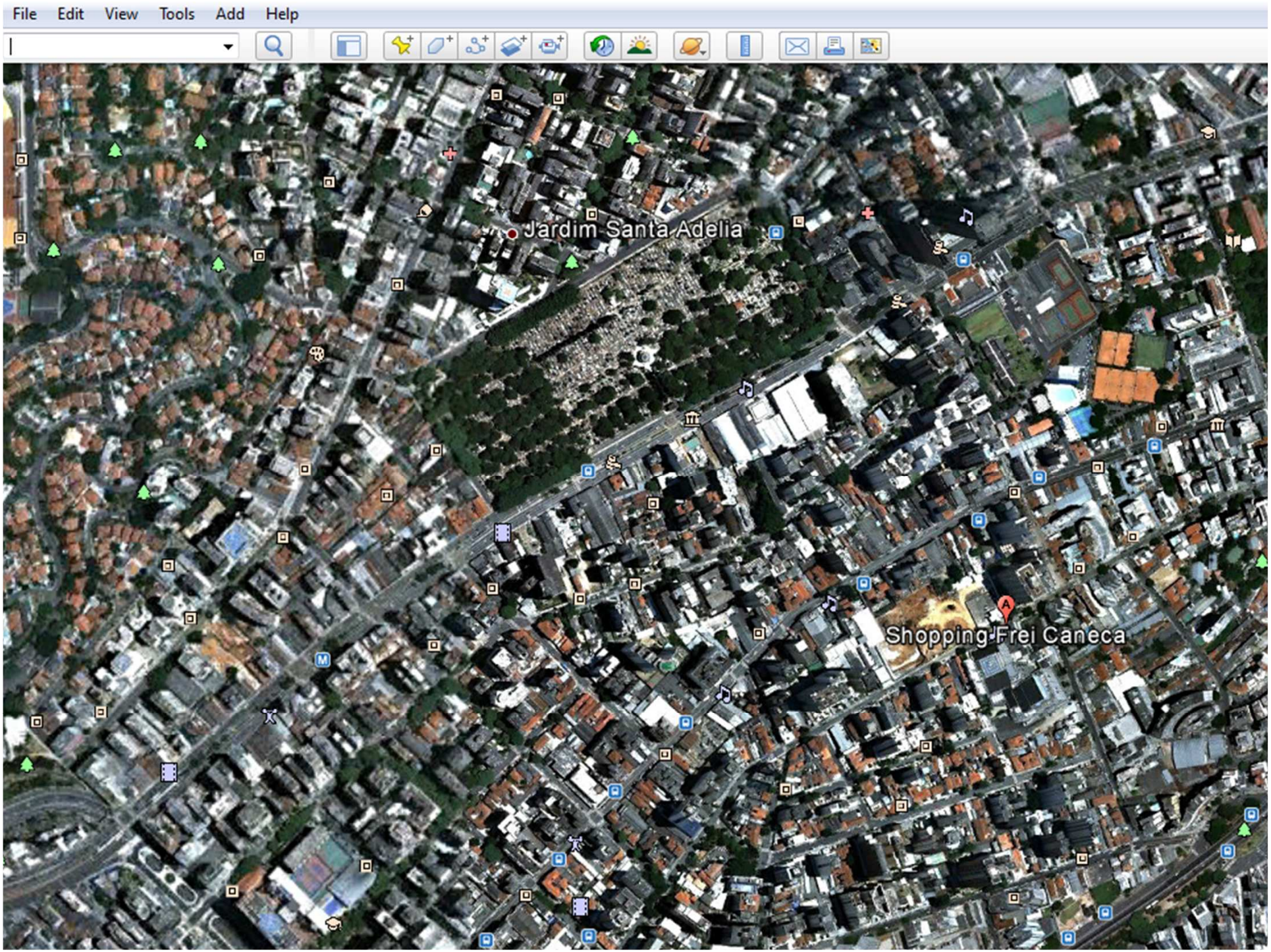
The Washington Post

THE WALL STREET JOURNAL.

CNN

The Boston Globe

msnbc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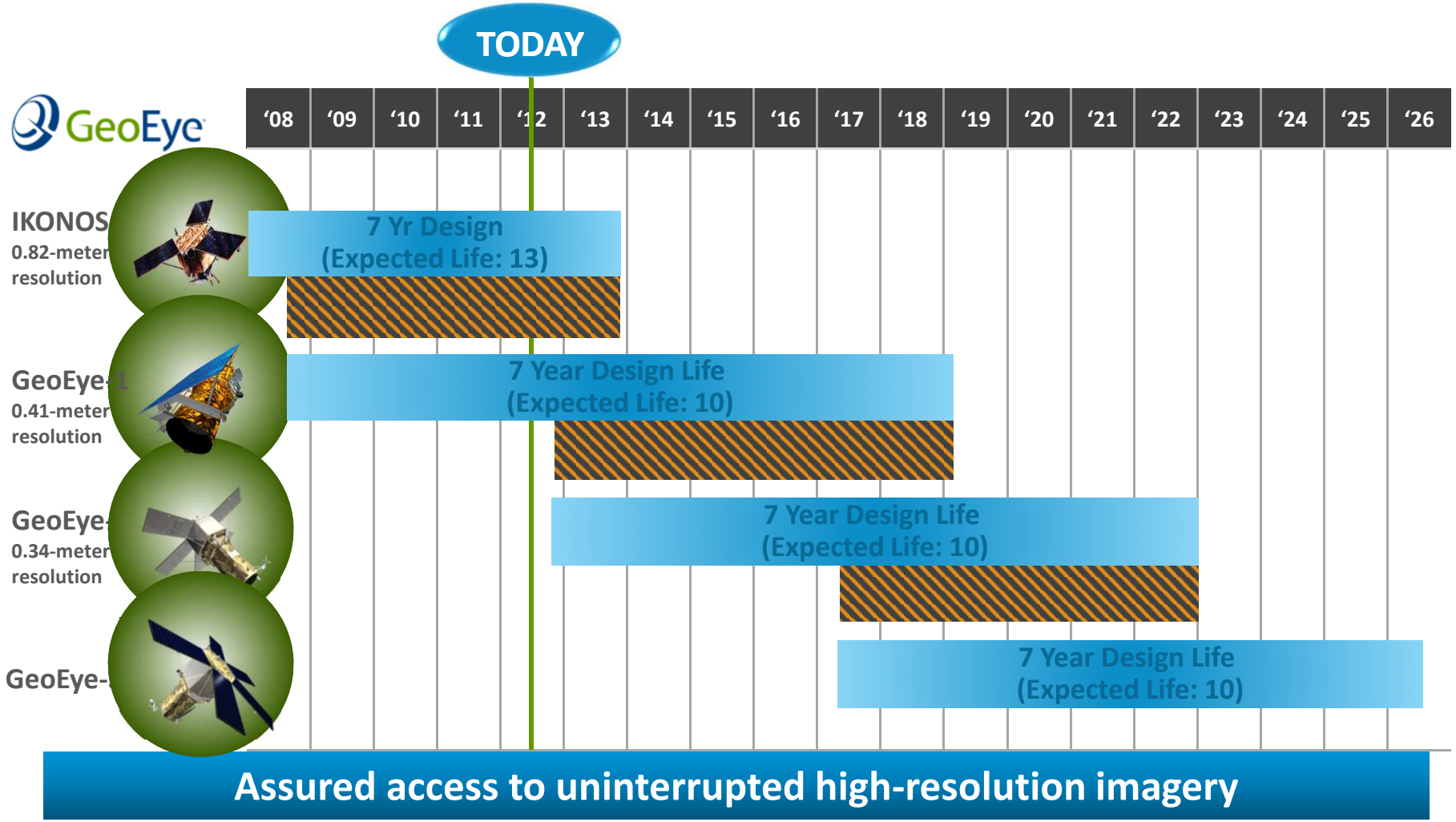
Continuity of Imagery



Growing Capabilities

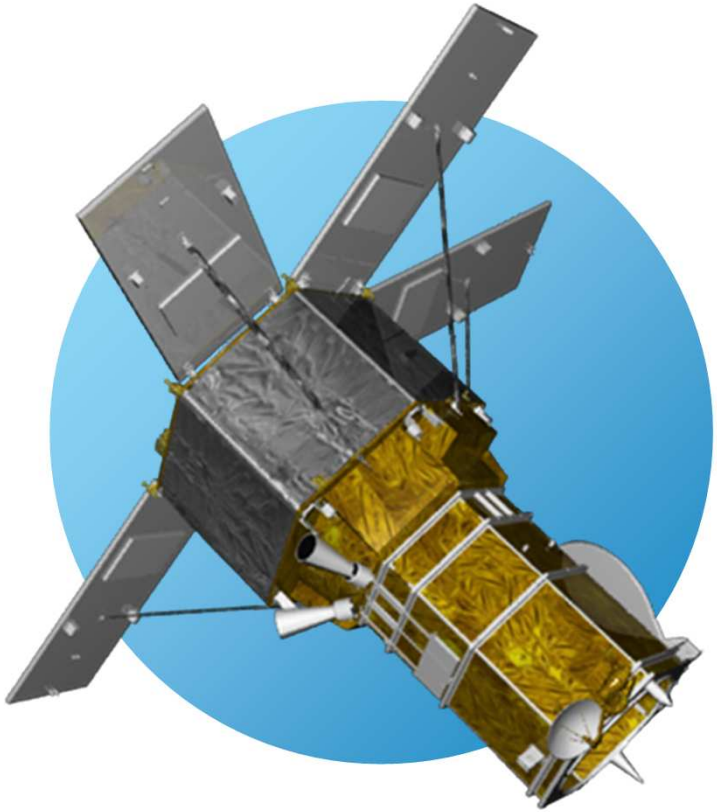
IKONOS
September 1999
0.82m

GeoEye-1
Sept. 6, 2008
0.41m

GeoEye-2
2013
0.34m

GeoEye-2 Program

- **Lockheed Martin Building the satellite**
- **ITT Exelis delivered imaging system on April 10, 2012**
- **Similar optical performance as GeoEye-1, but with better resolution (34 cm)**
- **Control moment gyros to maneuver faster for point target collections**
- **High geo-location accuracy**
  - 3.5m Expected
- **1.1m optical payload**
  - Visible Panchromatic (.34m)
  - 4 MSI Bands (1.34m)



Builds upon GeoEye-1 legacy as the world's most advanced commercial imaging satellite

GeoEye-2 Launch Schedule

- **Launch Period: Q1 2013**
  - Present Planning date is March 26, 2013

Lockheed Martin Atlas V 401 has been selected as the launch vehicle

PROVEN RELIABILITY EXPERIENCE WITH ATLAS

GeoEye
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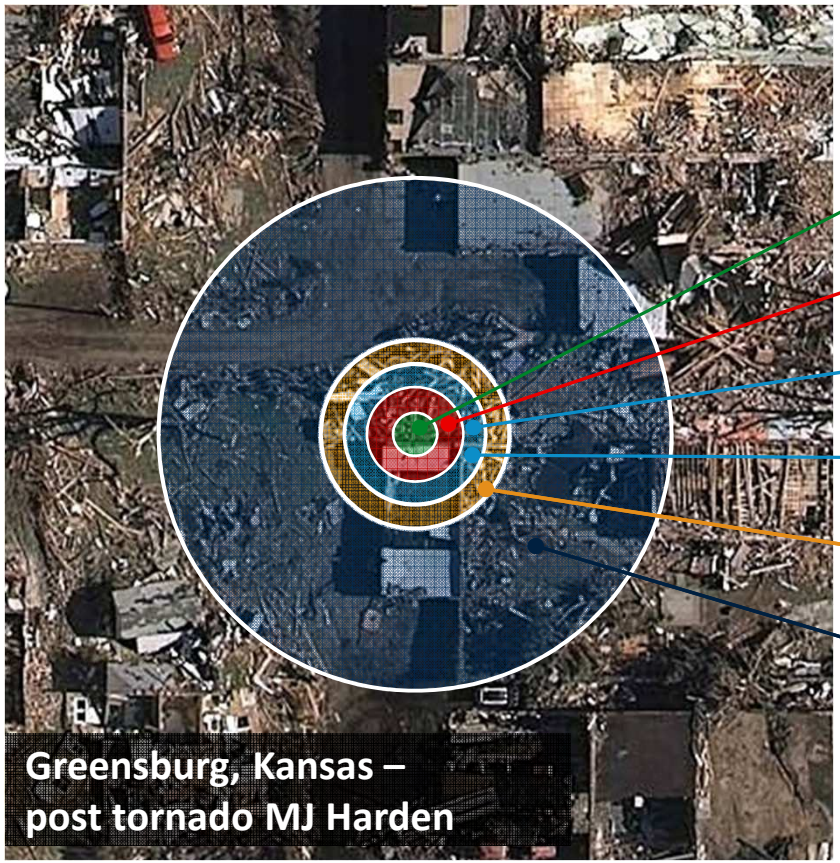
GeoEye-1 is the World's Most Accurate Commercial Imaging Satellite



Satellite	Accuracy
GeoEye-2	<3.5 meter expected <5.5 meters (spec)
GeoEye-1	<3.5 meter actual <5.5 meters (spec)
WorldView-1	6.5 Meters (spec)
WorldView-2	6.5 Meters (spec)
IKONOS	7.8 meters (actual) 15m (spec)
Quickbird	23 meters (spec)

GeoEye's satellite imagery has *twice* the accuracy of its nearest competitor

GeoEye collection assets shown at actual accuracy, others at specified; representation of accuracy on imagery

Company Overview

Imagery from Satellite and Aerial platforms

GeoEye-1 , IKONOS, and Aerial (MJ Harden)

Value-Added Production facilities

Thornton, CO; St. Louis, MO; Mission, KS

GeoEye Ground Collection stations for satellite imagery

- Dulles, VA
- Thornton, CO
- Fairmont, WV
- Tromso, Norway
- Fairbanks, AK
- Point Barrow, AK
- Troll, Antarctica
- Kiruna, Sweden

Information Services

GeoEye Analytics
Web Dissemination - EyeQ
Marine Information Services

Employees:

750, majority of employees | majority have U.S. Government clearances

NASDAQ Symbol: GEOY

GeoEye
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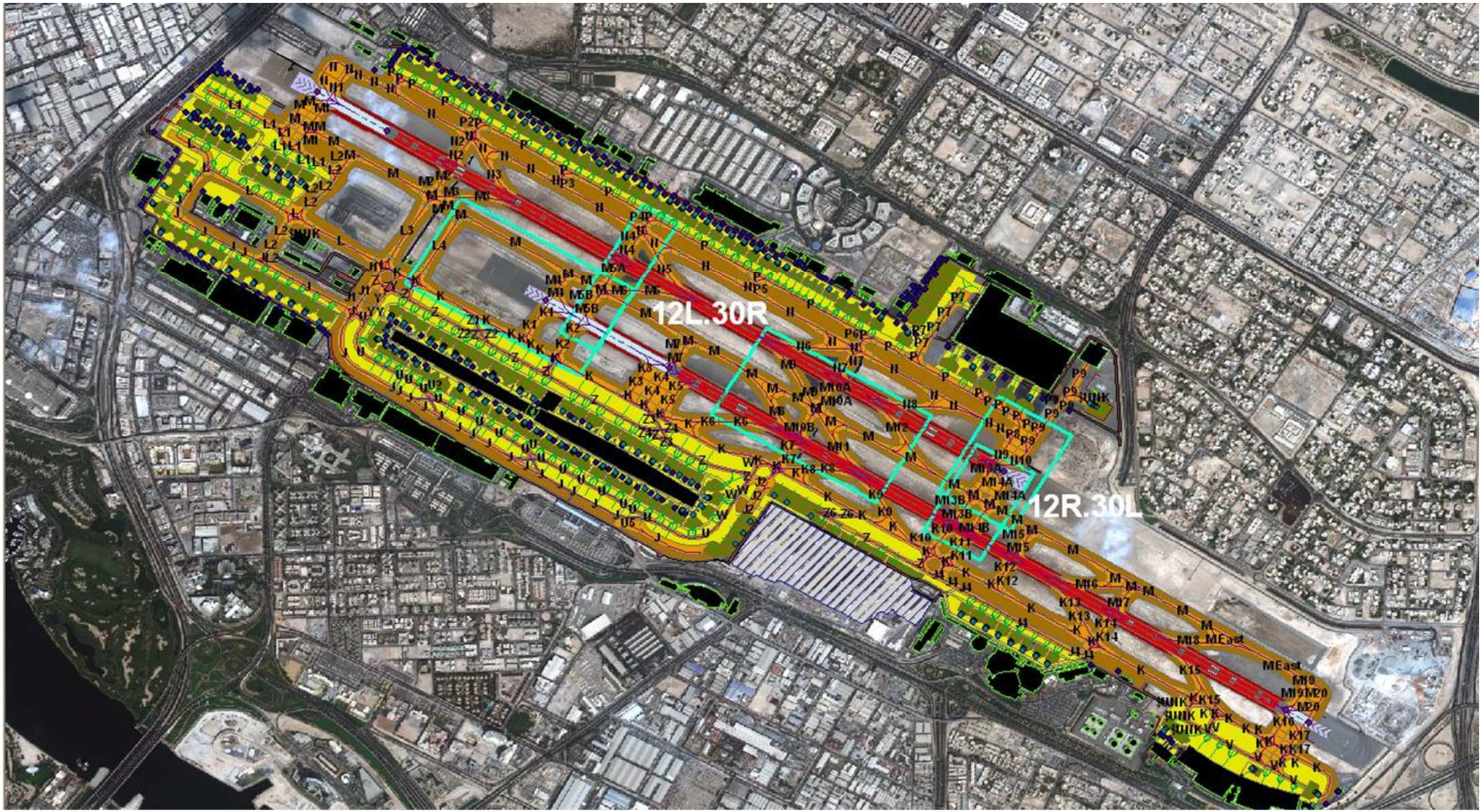
Trend: Value Added Products

Dubai International Airport



GeoEye
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Trend: Value Added Services

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Web Dissemination Platform

Collection Systems
- GeoEye-1, GeoEye-2
- Others

Products
- Airport Mapping Database
- SeaStar
- Others

3rd Party Content

eyeQ
Your world *smarter*

› **On-Demand Processing and Dissemination Services**
- Service Oriented
- Source Agnostic
- Open Architecture
- Secure
- Scalable
- Interoperable

End-User Environment


GeoEye RDOG Portal


Partner and Customer Portals


End-user Applications


Customer Devices

Note: The first phase of EyeQ launched in April 2010. Various elements of the above capabilities are under development.

How GeoEye Analytics Works

Multi-Source Content and Intelligence Data

- Geographic Data
- Historical Events
- Cultural Features
- Socio Economic Data
- Signals Intelligence
- Demographics
- Infrastructure
- Weather

Data Fusion & Predictive Analytics Engine

- Subject matter expertise
- Proprietary tools

Signature Analyst™

EarthWhere™

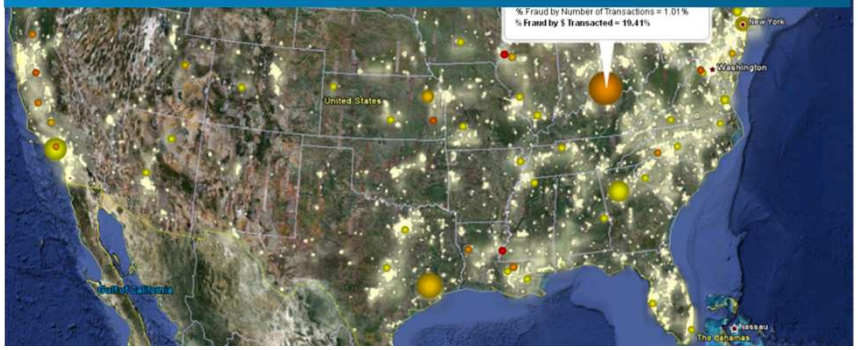
Actionable Intelligence and Insight

Answers the questions:

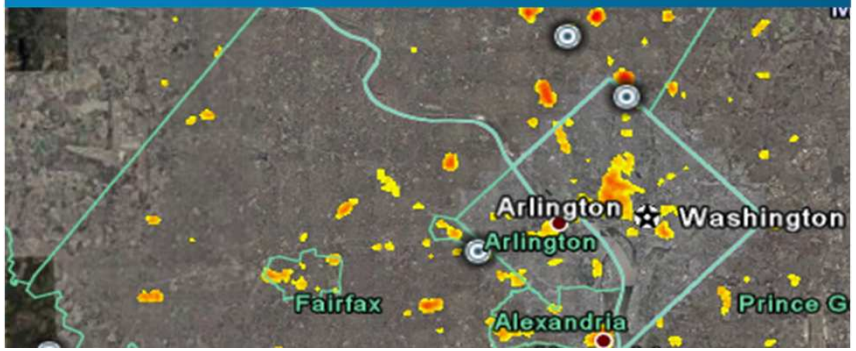
- Where is something most likely to occur?
- Where is the greatest risk?
- How should I best deploy my resources?
- What has changed since yesterday?

Predictive Analytics Examples

Credit card fraud activity?

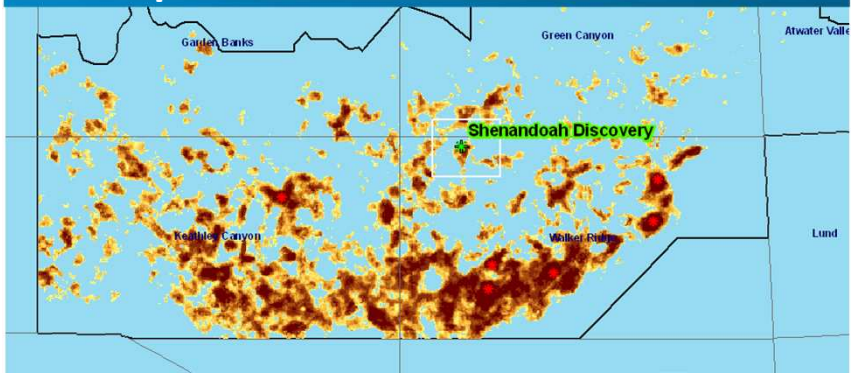


Next sniper attack?



Safest route?

Locations of natural resources in deep wells and mines?



Thank you

