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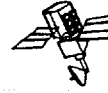
High Resolution

Commercial Imagery Presentation

Nate Boyer
 Autometric, Inc.
 3-25-98



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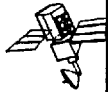


Presentation Overview

- Data provider overview
- Impact of new systems
- Imagery availability
- Trends in spatial information demand
- Applications & characteristics of hot markets
- Where are the opportunities
- Success criteria and impacts of hi-res imagery



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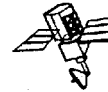


Current Data Providers

- Space Imaging EOSAT
- RADARSAT



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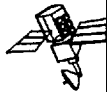


Future Commercial Data Providers

- Space Imaging EOSAT
- OrbImage
- EarthWatch
- GDE
- EROS 1
- Resource 21



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Impact Of New Systems
On End Users

- | | |
|--------------------------------------|-------------------------------------|
| • Higher resolutions | • Helps users make better decisions |
| • More spectral choices | • Increase productivity |
| • More frequent revisit capabilities | • Reduce variability |
| • Faster delivery | • Improve accuracy |
| • Lower cost for imagery | |
| • Broader selection of providers | |
| • More accurate information | |
| • New applications | |




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Imagery Availability


- Media/formats
- Browse capabilities
- Delivery mechanisms
- Future delivery




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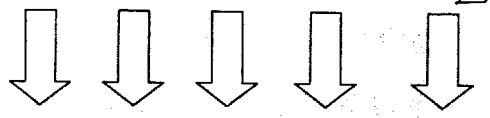
Trends in Spatial Information Demand

- Remote sensing & spatial information becoming better understood and accepted by new markets
- Demand for rapid turnaround increasing
- Increased demand across all markets
- Increased demand for complete solutions





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Decreasing Costs

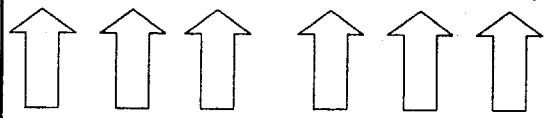


Software Costs Hardware Costs Data Costs Transmission Costs Integration Costs





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Increasing Capabilities

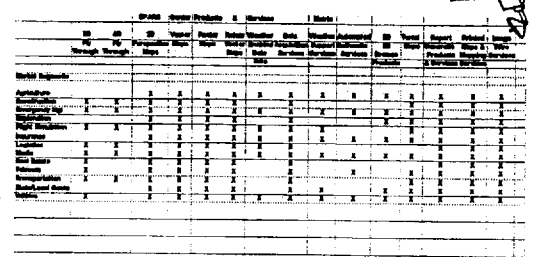




Software Capability Hardware Capability Transmission Speeds Integration Integrity More Data More Accurate



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Applications & Characteristics of Hot Markets





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Applications & Characteristics of Hot Markets


- High growth and high level of competition
- Increasingly global geographic requirements
- Higher levels of accuracy required
- Consolidations, mergers, acquisitions, downsizings



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Example

- Agriculture
- Number of farmers decreasing, land value increasing
- Size of farms increasing dramatically
- US crop value in 1995 \$100 billion
- Demand for more detailed spatial information increasing





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Example

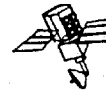


- Telecommunications
- 10-15 providers cover 90-95% of customers
- High growth in wireless services
- Increased demand for regional/national coverage



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Prime Markets For Spatial Information

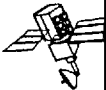


- Civilian governments (state, county, local)
- Utilities (telecom)
- Real estate, agriculture, construction
- Finance, banking & insurance
- Natural resource management & distribution



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Where Are The Opportunities?



- Spatial decision support systems & services
- Value-added & consulting services
- Contract services for the public sector



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Where Are The Opportunities?



- Spatial Decision Support Systems & Services
 - Subscription services
 - Custom network/service management
 - Monitoring & maintenance management



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Where Are The Opportunities?



- Value-Added & Consulting Services
 - Custom data interpretation
 - Change detection & analysis
 - Value-added image processing




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Where Are The Opportunities?





- Contract Services For The Public Sector
 - Property appraisal services
 - Damage assessment services
 - Forecasting and modeling

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Success Requirements

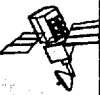
- Data access in 24 hours or less
- Low cost data and derived products
- Robust telecommunications links and capacity
- Industry standards for formats/conversion
- Application specific partnerships




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Impacts


- Reduce costs
- Improve customer satisfaction
- Reduce risk
- Reduce variance
- Improve productivity
- Improve decision making processes
- Broader acceptance




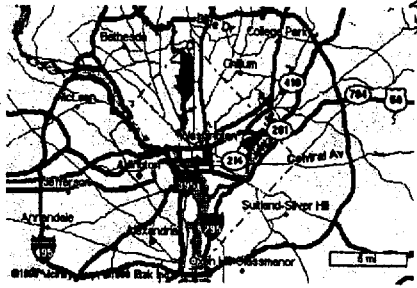

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Critical Success Evaluation Factors

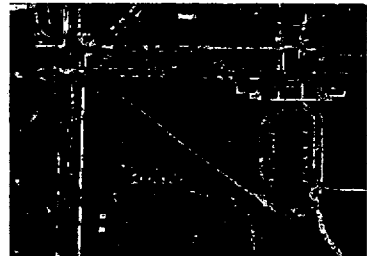

- Improve Resources Allocation Processes
- Improve Image Quality
- Increase Management Decision Accuracy
- Maximize Image Production Throughput
- Reduce Image Cost
- Maximize Information Content Extraction
- Improve Customer Service
- Reduce Image Variability
- Increase Prediction/Forecast Accuracy




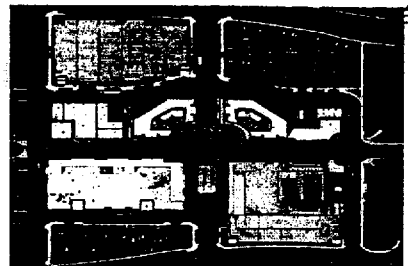

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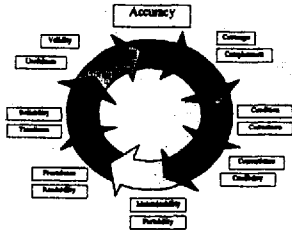
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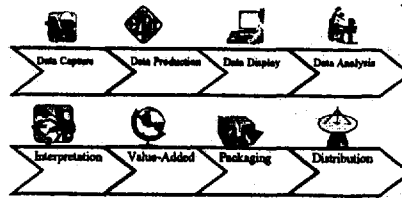
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Information Solution Success Evaluation Factors



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Improvements In The Spatial Information Production Process



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End-to-End Solutions



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