COMMERCIAL IMAGING AND GEOSS

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THE QUESTIONS

- What are the needs of our customers?
- Trends?
- How to form a stronger alliance with GEO and the GEOSS Platform?
A PRIVATELY HELD COMPANY MANAGING A GLOBAL BUSINESS
RAPIDEYE CONSTELLATION OF 5 SATELLITES, 5 M RESOLUTION, 5 BANDS

Sun – synchronous orbit

Equally spaced in one orbital plane
SPATIAL RESOLUTION

LANDSAT 28.5 METER

RAPIDEYE 5 METER
YEARLY COVERAGE

Jan 2013 6.85 Million Square Kilometres
GLOBAL SALES PARTNERS
WHO BUYS OUR PRODUCTS?

Sales Distribution (very approximate)

- Government
- Value Adders
- Commercial
MARKETS WE SERVE

- MAPPING
- REDD / REDD+
- ENERGY & INFRASTRUCTURE
- AGRICULTURE
- ENVIRONMENT
- SECURITY & EMERGENCY
- FORESTRY
WHAT TYPE PROBLEMS DO OUR CUSTOMERS WANT TO SOLVE?

- Quantify deforestation nationally
- Encroachment of houses into ag land nationally
- Update national cartography
- National agricultural acreage and yield estimates
- National REDD+ Monitoring, Reporting, Verification (MRV)
- Agricultural taxation compliance
- Comply with national environmental laws
WHY DO CUSTOMERS BUY FROM BLACKBRIDGE?

- Image collection/delivery requirements
  - Need data quickly
- Imaging program requirements
  - Need whole country in 3 months with 10% clouds
  - Require whole country, leaf-on, in one season
  - Need 4 coverages during this cropping season
- 5 m resolution imagery requirements
- Support, relationship, partnership
TRENDS

- Collecting more data, repetitively
- Fewer data sales, more information products
- Faster and easier data access
- Online analysis and processing
- More flexible licensing
WHAT WORRIES US

- Business disruption not based on market forces
- Governments competing with commercial companies

- BlackBridge satellites have a 15 year cycle
  - 2012 Planning
  - 2014 Funding and contracting
  - 2017 Launch
  - 2027 End of satellite life

- Our business has to profitably survive this cycle
WHERE WORKING WITH GOVERNMENTS IS SUCCESSFUL

- Technical cooperation
- Funding
- Contracting
- Supporting national interests and initiatives
COOPERATING WITH GEOSS

Help us where we have mutual interests

- Policy development
- Expanding needs for imagery
- Expanding uses for imagery
- Technology development
- Technology and capability transfer
- Licensing and standards

Focus on problems not easily addressed commercially
COOPERATING WITH GEOSS

- Our online catalog
- Web hosting and processing services
- Standards support
- Licensing support
- Involving our partners in local initiatives
DIALOG

Talking with us
- Can we leverage mutual interests with the German or Canadian government?
- Can we cooperate to develop a new or better products?
- Can we enable our partners develop new products/services?
- Does this increase the utilization of imagery or image services?
- Is this something that is needed or required by our customers?
- How does this affect our licensing?

Our concerns
- Time/people (opportunity cost)
- Market confusion
- Market disruption
FINAL THOUGHT

- We are putting data on spinning disk in our data center
- Our customers are hosting their processing software and algorithms in the same data center
- Our customers often want ancillary, operational, public data and algorithms to support their processes
- If customers have needs for public data or algorithms for their cloud based services, what role does GEOSS play?
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