UrtheDaily™
Big Data for Daily Spatial Analytics on a Global Scale, enabled by GEO4IR

Fabrizio Pirondini, CEO Deimos Imaging, an UrtheCast Company
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Deimos Imaging is a geo-information company providing access to Earth Observation imagery through a unique virtual constellation of satellites.

- 10+ years of experience delivering high quality geo-information services
- 33 Earth Observation satellites in our Virtual Constellation
- 85+ resellers worldwide
- >6 billion km² of satellite imagery archived since 2009
- 150+ customers in more than 50 countries
Deimos-1: Pioneering large-scale frequent coverage

Large scale agriculture: serving USDA since 2011

Example: Crop identification using Deimos-1 data (USDA CropScape)
Deimos-1: Pioneering large-scale frequent coverage

Precision ag with almost-daily coverage, together with UK-DMC2

- Irrigation management
- Early detection of crop illnesses
- Crop status and yield forecast
- Management of fertilizers and pesticides

Example: Operational service with one image every 2 days during crop season in Texas
Customer Needs for scaling up the Business

- Global Coverage
- More frequent (daily)
- Better spatial resolution
- Much more spectral bands
- Better image quality
- Faster delivery
- Easier access
- Automatic processing
- Link with field infrastructure

1000x more data
Much better ground infrastructure

GEO4IR
- Cloud technology
- Platform as a Service
- Big Data handling
- M2M processing
- Precise Geolocation
- IoT
- AI
UrtheDaily: Enabling Transformational Insights

UrtheDaily is the world’s first Earth Observation system designed end-to-end to truly power machine-learning and artificial intelligence-ready geoanalytics applications, on a global scale.

- A satellite constellation aiming to achieve highly cost-effective, daily, global coverage without compromising on the scientific-grade quality data critical to geoanalytics.
  - The whole Earth’s landmass everyday, at 10:30 AM, at high resolution, with multi-spectral scientific quality
  - Fully automated tasking, collection, downlink, backhaul and data processing, cataloguing and delivery
  - Data available same-day via cloud-based platform
  - Geo-Information services available via ecosystem of partners
  - Targeted in-market service for the 2020 growing season

All information presented is confidential and may be legally privileged.
The UrtheDaily Data Stream: 20+ Tb/day
Fueling Geospatial Information Systems with a daily, high-res, high-quality data stream

- Daily global snapshot
- High-resolution, multispectral imagery
- Scientific-grade data quality
- Always consistent through cross-calibration
- Data pipelined on the cloud within few hours
- Conceived for M2M analyses
- Fully compatible with Sentinel-2/Landsat-8
- Image format is analytics-ready
- Natively Esri-ready
- Long-duration of service (10 years)
- Clear, dependable SLA with our customers
From Earth Observation to GeoAnalytics

A cloud-based ecosystem for ingesting, displaying, exploiting, and distributing satellite imagery, to monitor our constantly-changing world.
Fully complementary to Indian EO Satellites

Complementary to Resourcesat and Cartosat series. Cross-calibrated with Resourcesat.

URTHEDAILY for India

Daily coverage – hi-res & scientific quality
Conclusions