



DigitalGlobe – Discovery Day Latvia

STEVE ALLEN | CHANNEL SALES | DIGITALGLOBE | EUROPE

See a better world.™

Positioned to provide the support and stability our customers demand.



Over 1,600 employees
spanning the globe

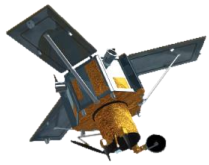


HEADQUARTERS
COLORADO USA

Stock symbol:

DGI
LISTED
NYSE®

The Market Leader in Remote Sensing



IKONOS®
.82 meter resolution
9 m CE90



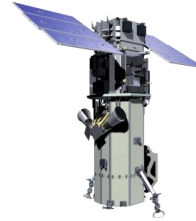
QuickBird®
.65 meter resolution
23 m CE90



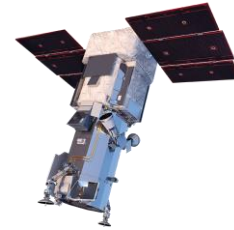
WorldView-1®
.50 meter resolution
<4 m CE90



GeoEye-1®
.46 meter resolution
<3.5 m CE90



WorldView-2®
.46 meter resolution
<3.5 m CE90



WorldView-3®
.30 meter resolution
<3.0 m CE90



WorldView-4®
.30 meter resolution
<3.0 m CE90

CURRENTLY IMAGING IN ORBIT

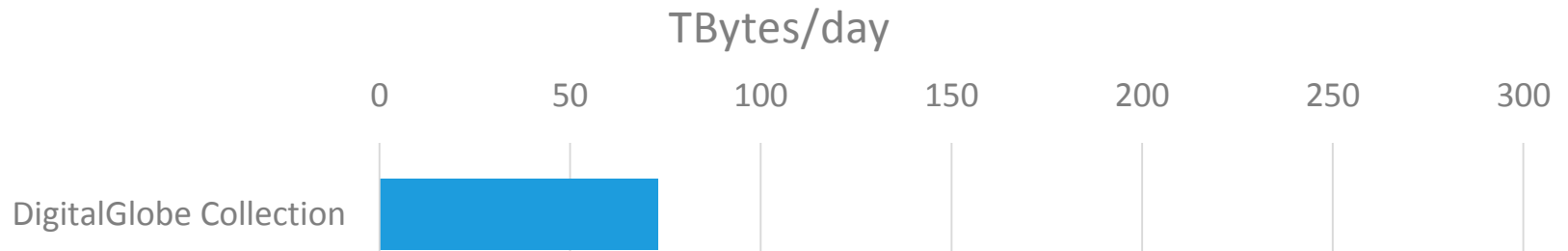
AVAILABLE VIA DIGITALGLOBE ARCHIVE



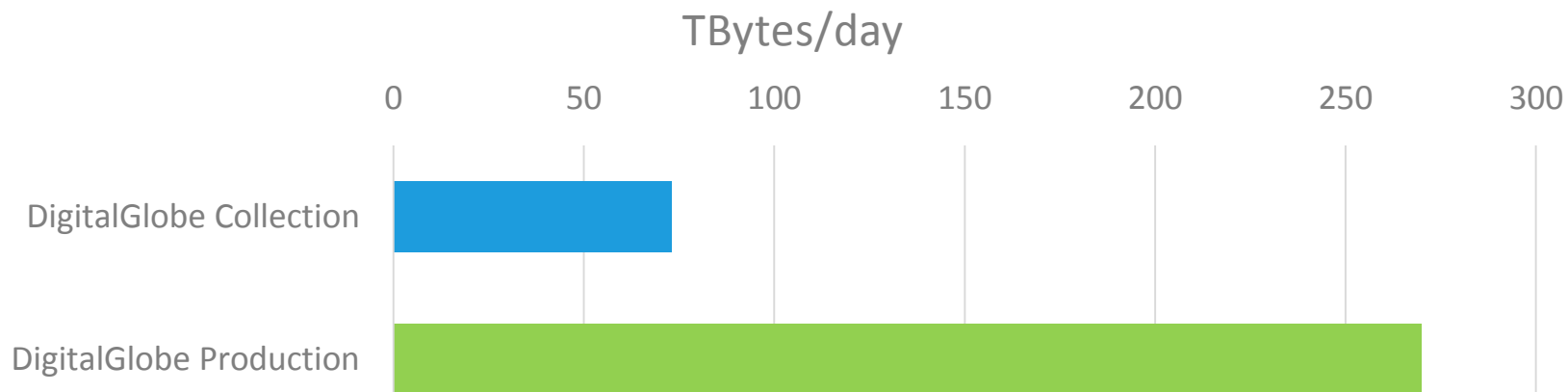
Industry leading Image Collection Agility & Speed



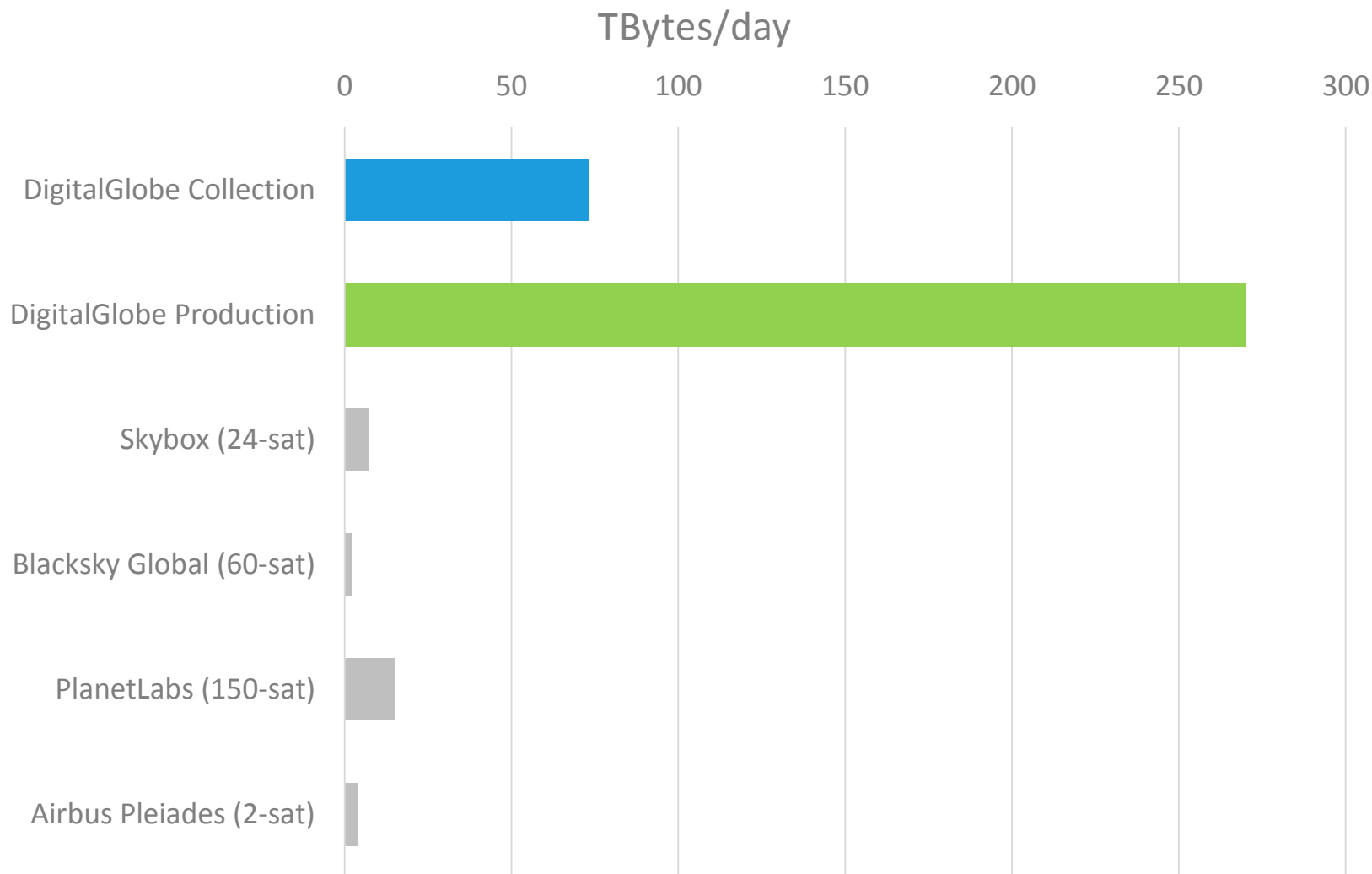
Our satellites collect a LOT of data



Our satellites collect a LOT of data



Our satellites collect a LOT of data



Our high resolution drives large data volumes



Landsat 8

15m GSD

Average scene size
0.5 GB



Planet Labs Doves

3-5m GSD

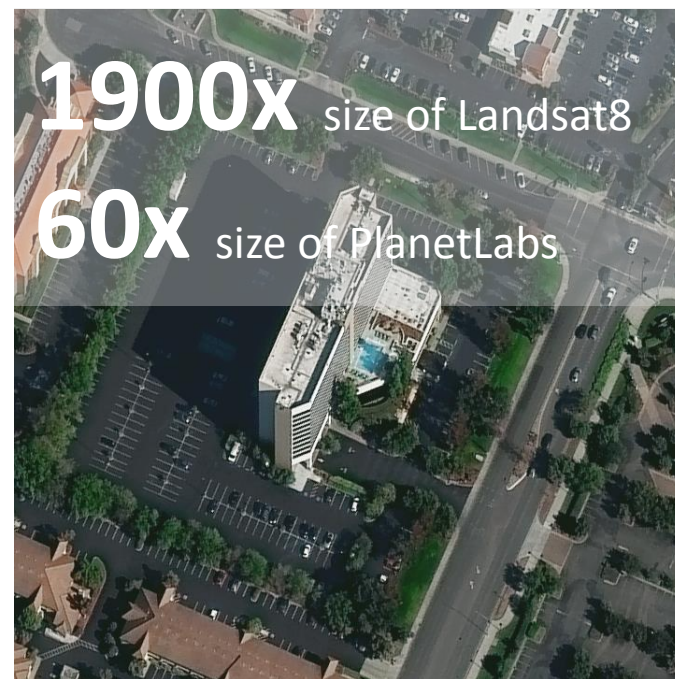
Equivalent size
16 GB



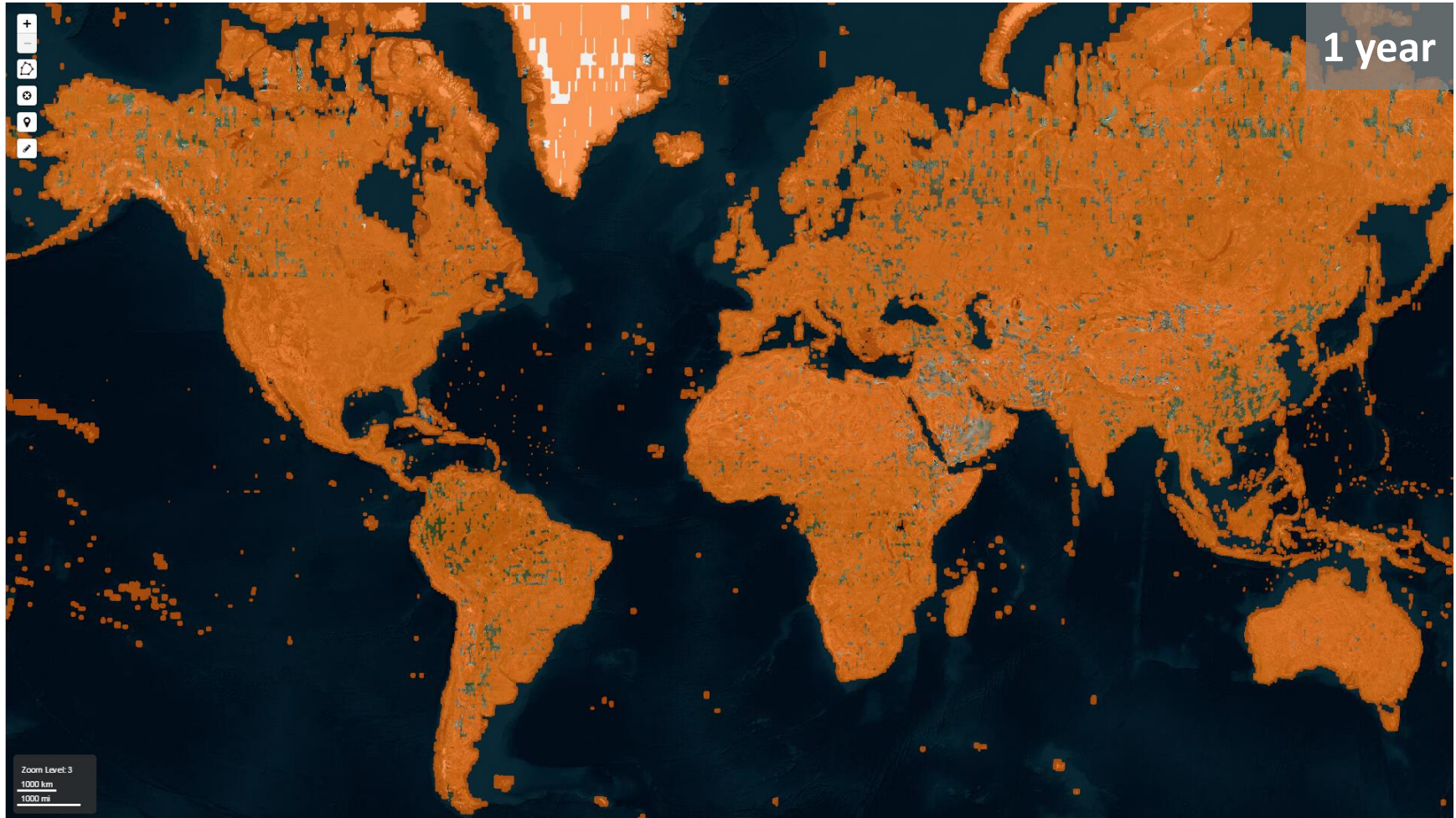
WorldView 3

0.3m GSD

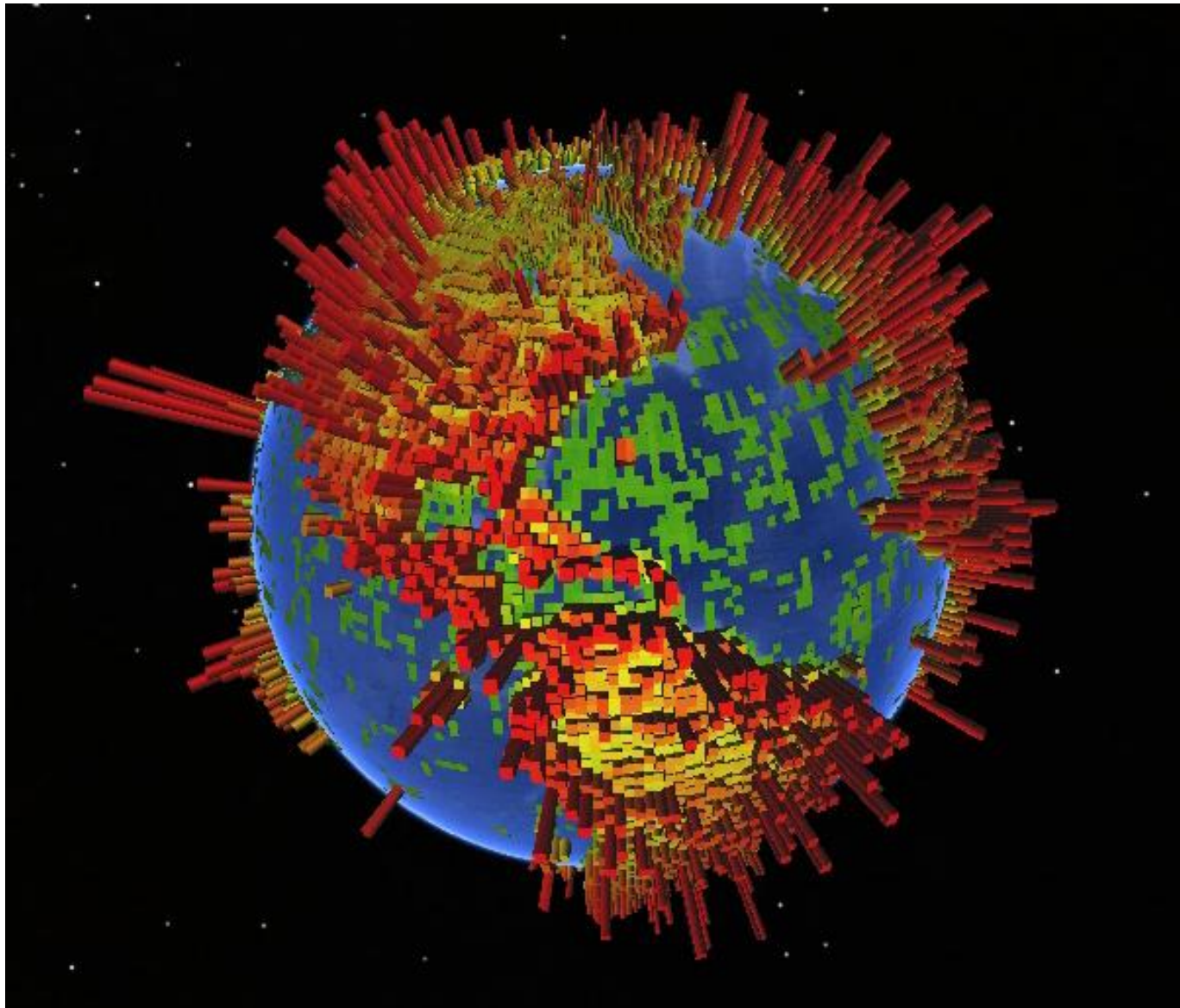
Equivalent size
941 GB



Our users gain access to our 16 year library



With frequent coverage of high interest areas



We tackle the toughest challenges facing your industry



**CIVIL
GOVERNMENT**



ENERGY



MINING



**DEFENSE &
INTELLIGENCE**



TECHNOLOGY



**GLOBAL
DEVELOPMENT**



We tackle your toughest challenges...

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INTELLIGENCE

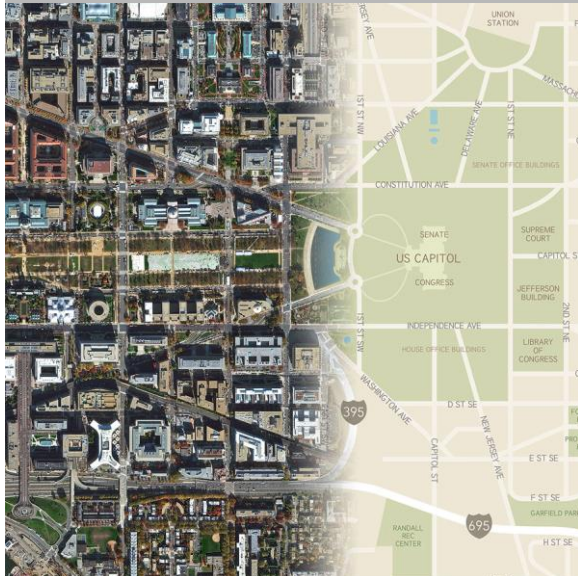
TECHNOLOGY

GLOBAL
DEVELOPMENT

Civil Government

Creating resilient communities that thrive.

Build the most accurate maps



Keep pace with change



Accelerate emergency response





We tackle your toughest challenges...

CIVIL
GOVERNMENT

ENERGY

MINING

DEFENSE &
INTELLIGENCE

TECHNOLOGY

GLOBAL
DEVELOPMENT

Energy

Sharpening your competitive edge.

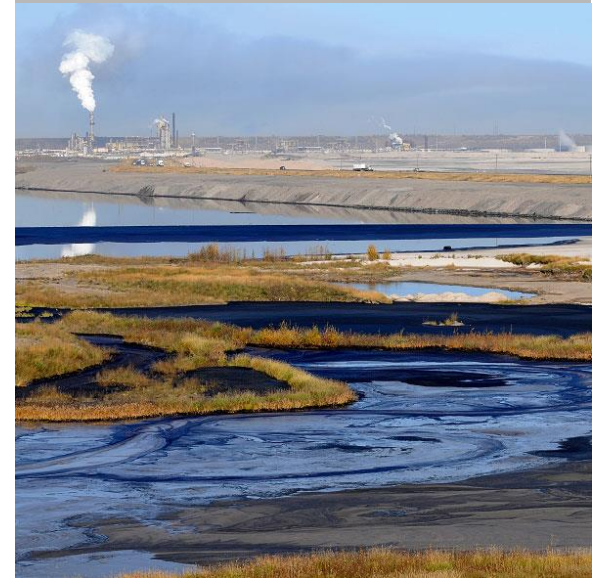
Bring remote regions to
your desktop



Plan your infrastructure and facilities



Monitor environmental impact



We tackle your toughest challenges...

CIVIL
GOVERNMENT

ENERGY

MINING

DEFENSE &
INTELLIGENCE

TECHNOLOGY

GLOBAL
DEVELOPMENT



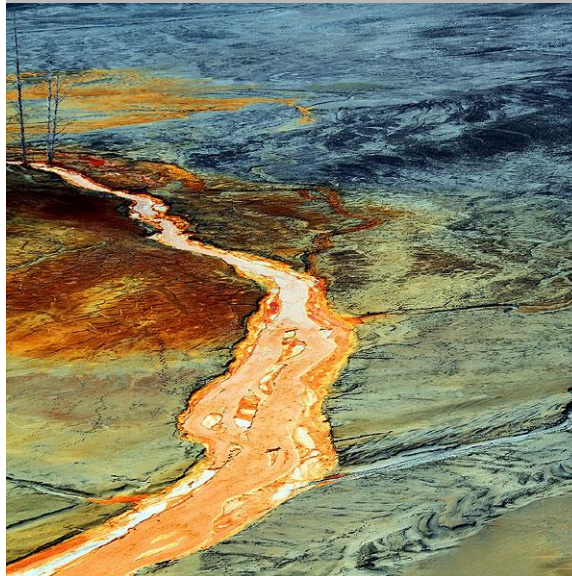
Mining

Creating opportunity while minimizing risk.

See surface minerals from space



Identify environmental issues early



Monitor daily operations



We tackle your toughest challenges...

CIVIL
GOVERNMENT

ENERGY

MINING

DEFENSE &
INTELLIGENCE

TECHNOLOGY

GLOBAL
DEVELOPMENT

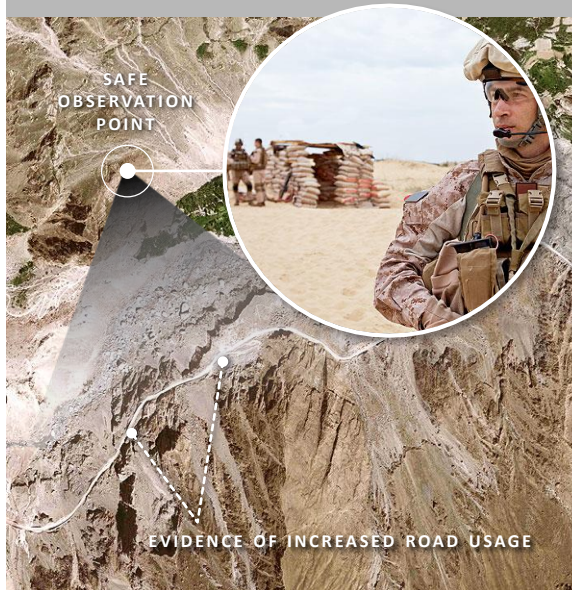
Defense & Intelligence

Delivering information superiority.

Monitor rapidly changing events



Provide actionable insight



Get more transparency — *faster*



We tackle your toughest challenges...

CIVIL
GOVERNMENT

ENERGY

MINING

DEFENSE &
INTELLIGENCE

TECHNOLOGY

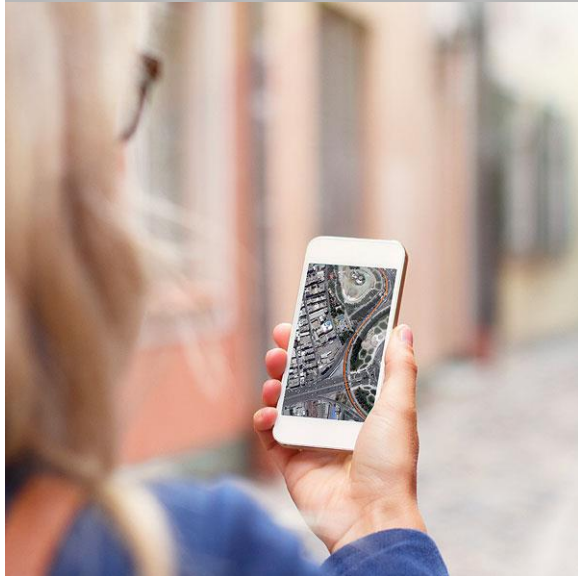
GLOBAL
DEVELOPMENT



Technology

Building better maps for better user experience.

Enhance maps with real-world context



Keep pace with rapidly changing urban centers



Provide industry-leading resolution



We tackle your toughest challenges...

CIVIL
GOVERNMENT

ENERGY

MINING

DEFENSE &
INTELLIGENCE

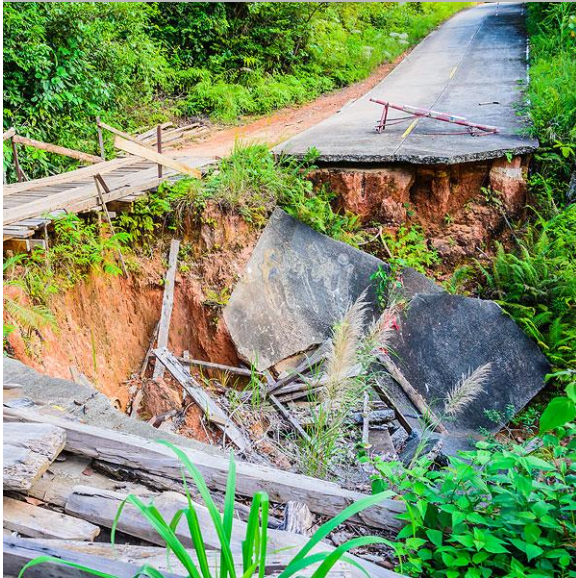
TECHNOLOGY

GLOBAL
DEVELOPMENT

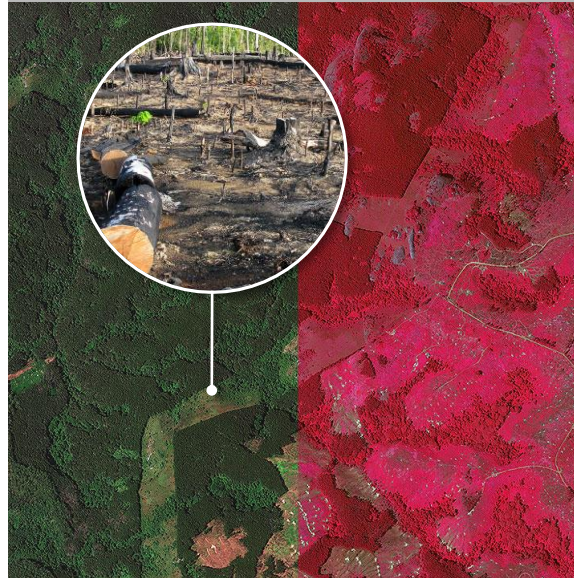
Global Development

Improving lives today—and for generations to come.

Build accurate maps for infrastructure initiatives



Leverage data on our changing environment



Monitor food and nutrition security issues



Imagery > Information



Resolution

Accuracy

Multispectral

Coverage

Elevation



Imagery > Information



Resolution

Accuracy

Multispectral

Coverage

Elevation



Features

Classification

Monitor

Change Detection

+ Geo Data



DigitalGlobe Basemap

Are all Basemaps equal?

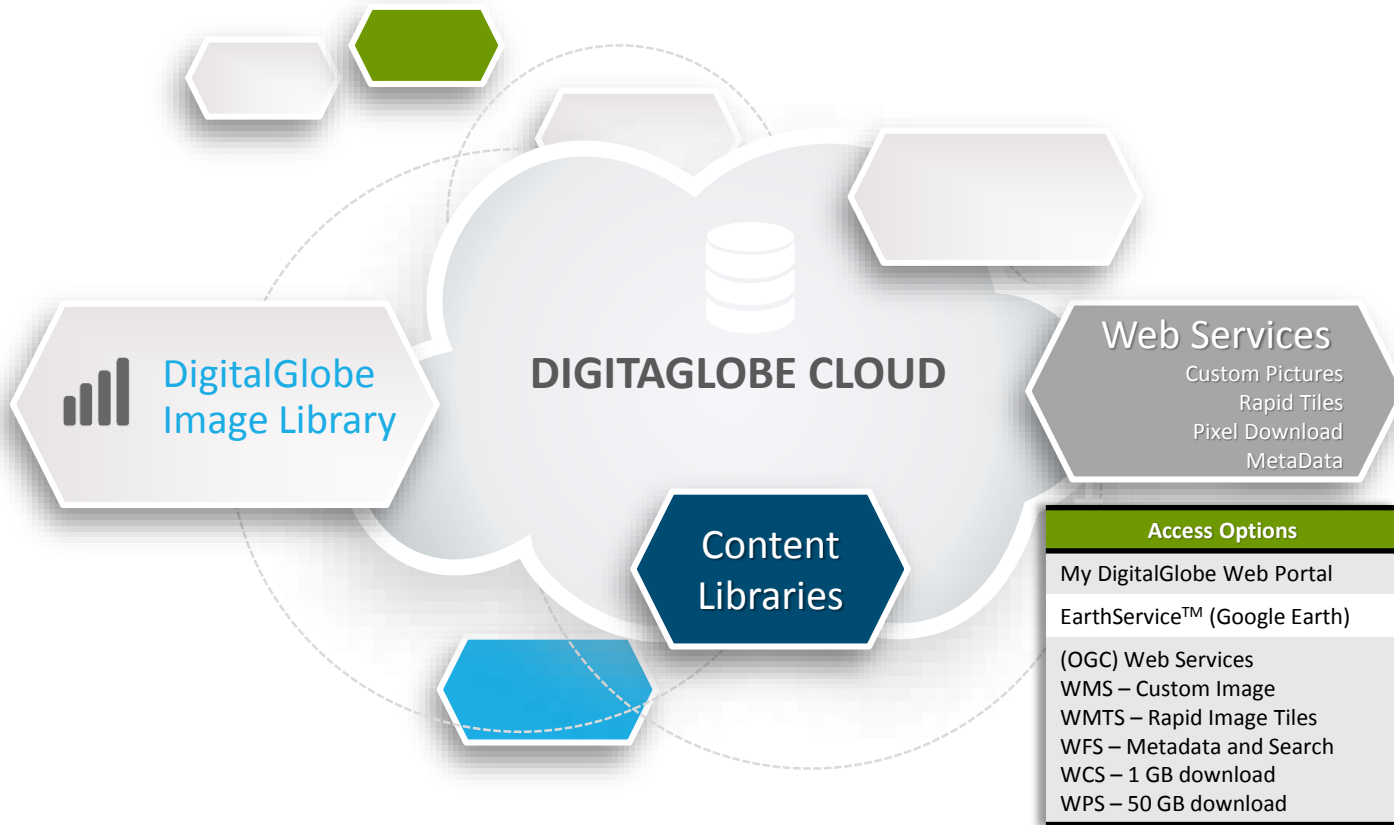


CONSUMER-GRADE

- Aesthetically pleasing imagery view
- Unknown and/or unpredictable updates
- CRS support for WGS84 or web mercator only
- Lack of metadata, or in-application metadata
- Unknown or unspecified geospatial accuracy
- High resolution for populated areas only
- New updates focused on urban areas

PROFESSIONAL-GRADE

- Specific imagery of a known date and time
- Predictable and/or documented updates
- Support for both web and desktop applications
- Complete metadata, including in-application support
- Known, specified, and documented positional accuracy
- High resolution coverage available globally
- Updates for both urban and rural areas



Currency, Consistency, Refresh & Coverage



Basemap

Best images, strips & mosaics - Temporal



+Refresh

Guaranteed wall-to-wall update, on a regular basis



+Daily

Today's collections, auto-loaded



+Vivid

Seamless, cloudless, crystal-clear aesthetics



+Metro

Mosaic of more than 2,600 metropolitan areas, updated yearly



Extended Coverage

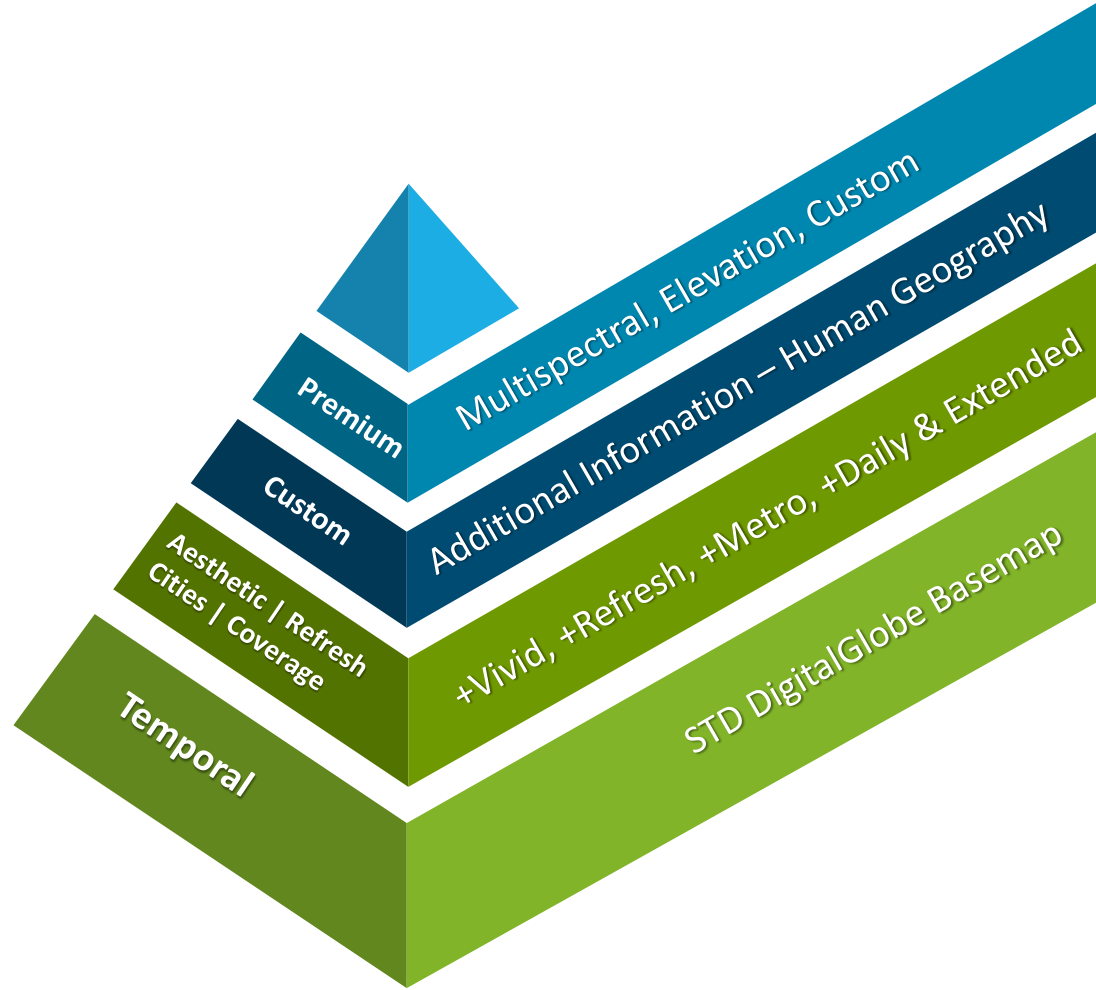
Adds +Daily images >90 days old

Typical Basemap Solution

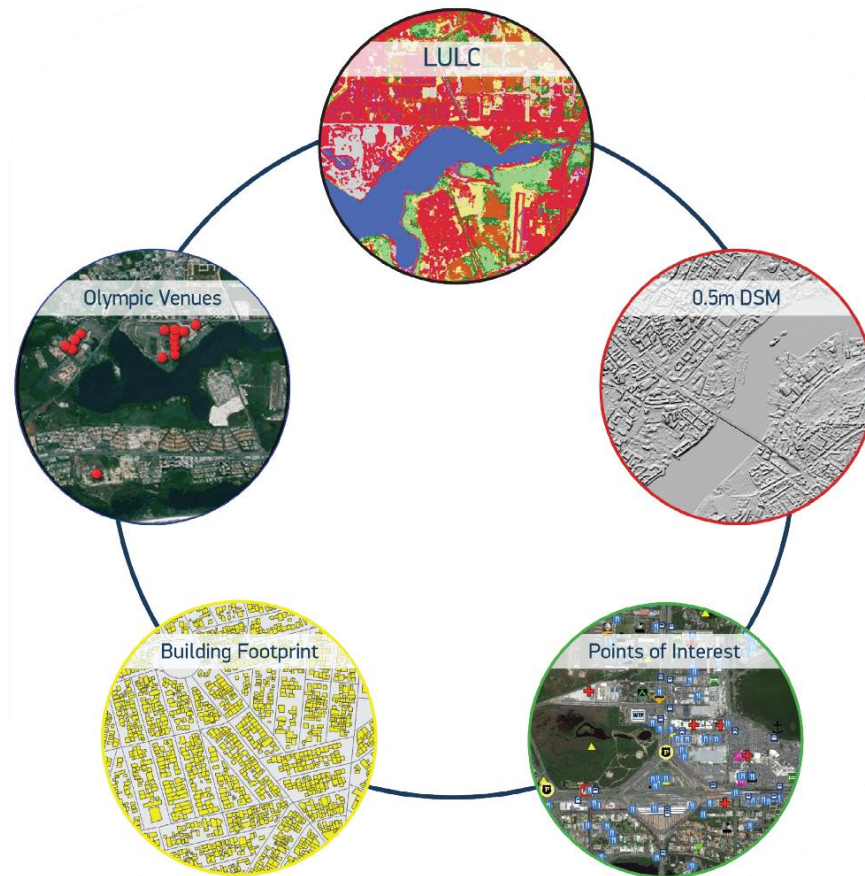


○ Premium Layers

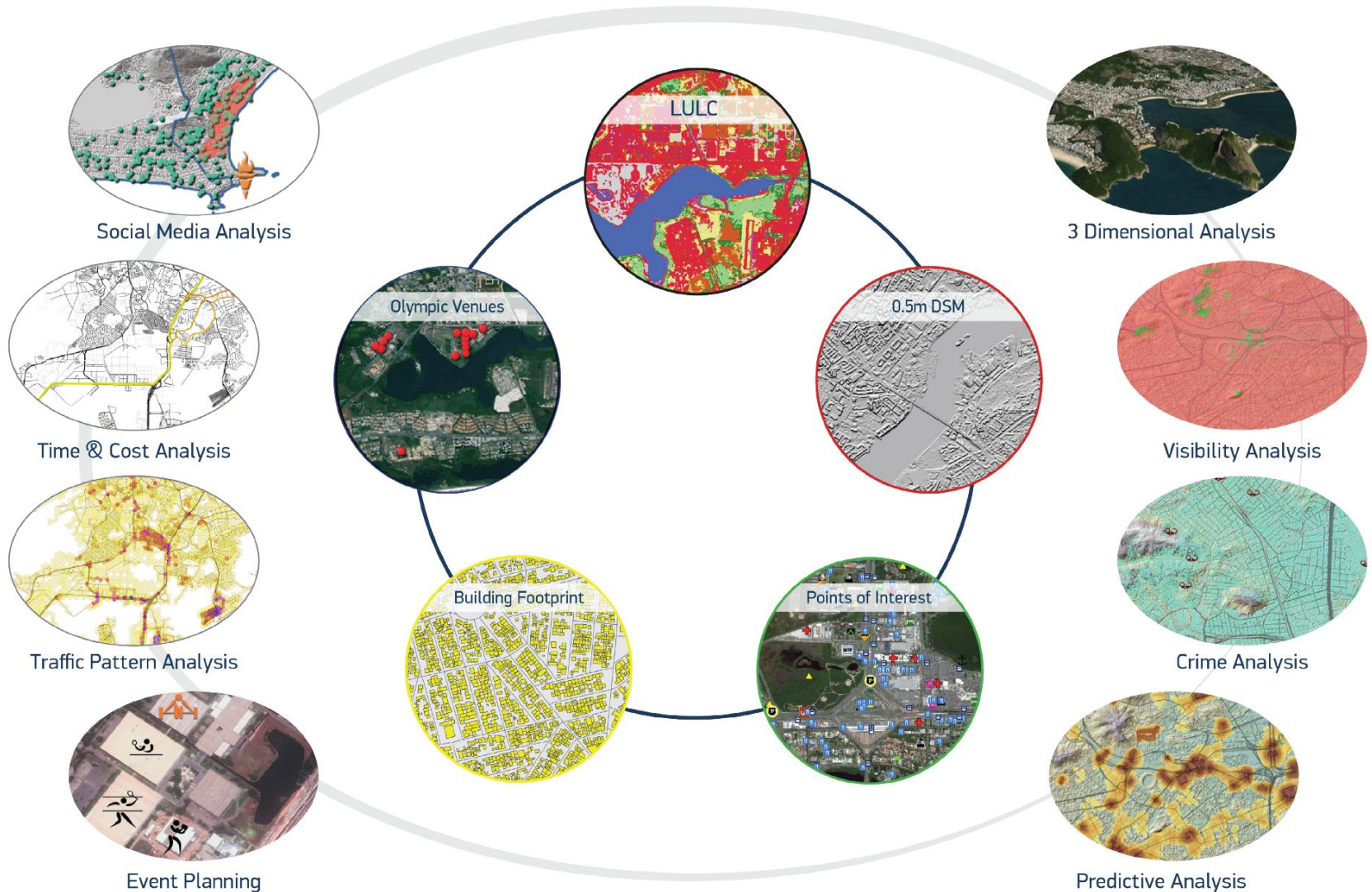
○ Foundation Layers



Imagery > Information > Insight



Imagery > Information > Insight > Analysis



How can I Access This Information?

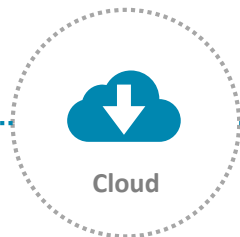


Imagery

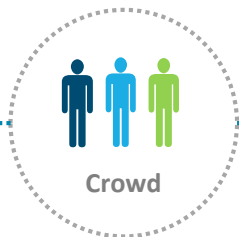
Information

Insight

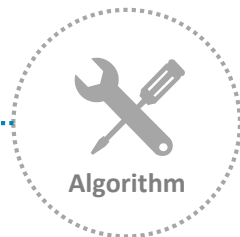
Analysis



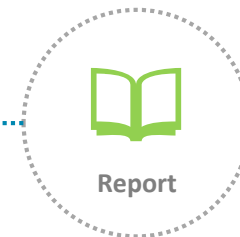
Cloud



Crowd



Algorithm

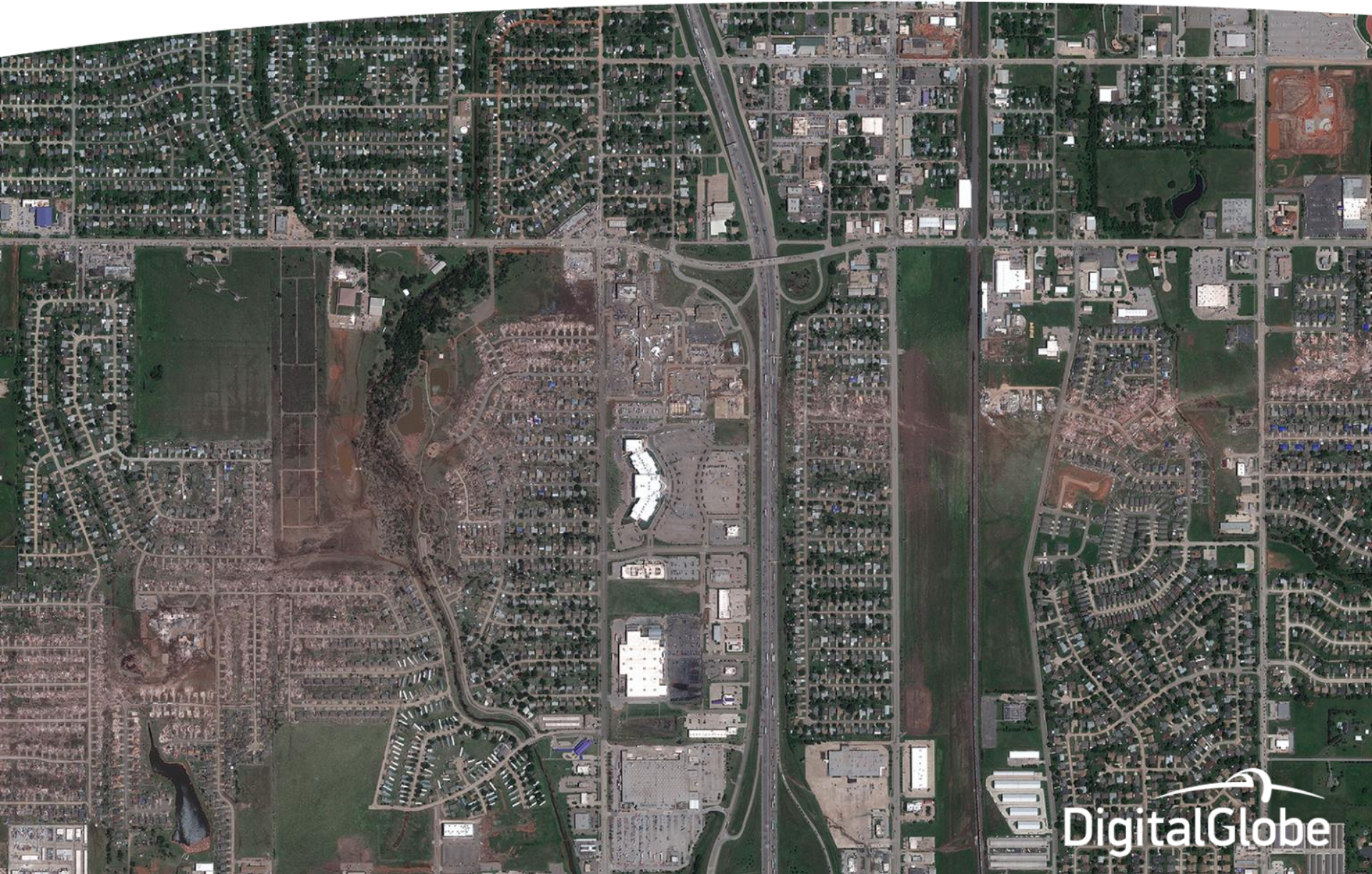


Report

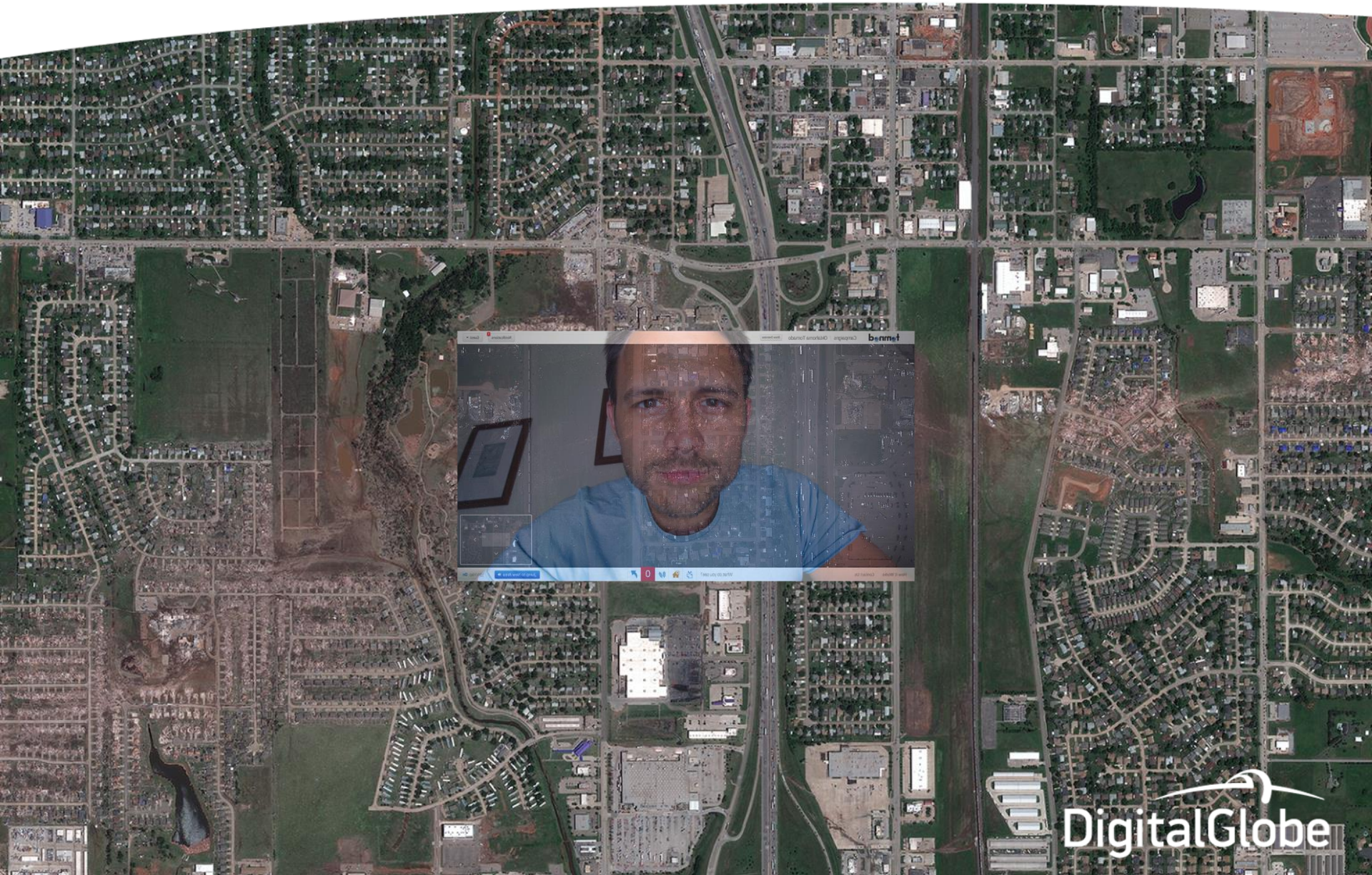


Tomnod – Leveraging the crowd

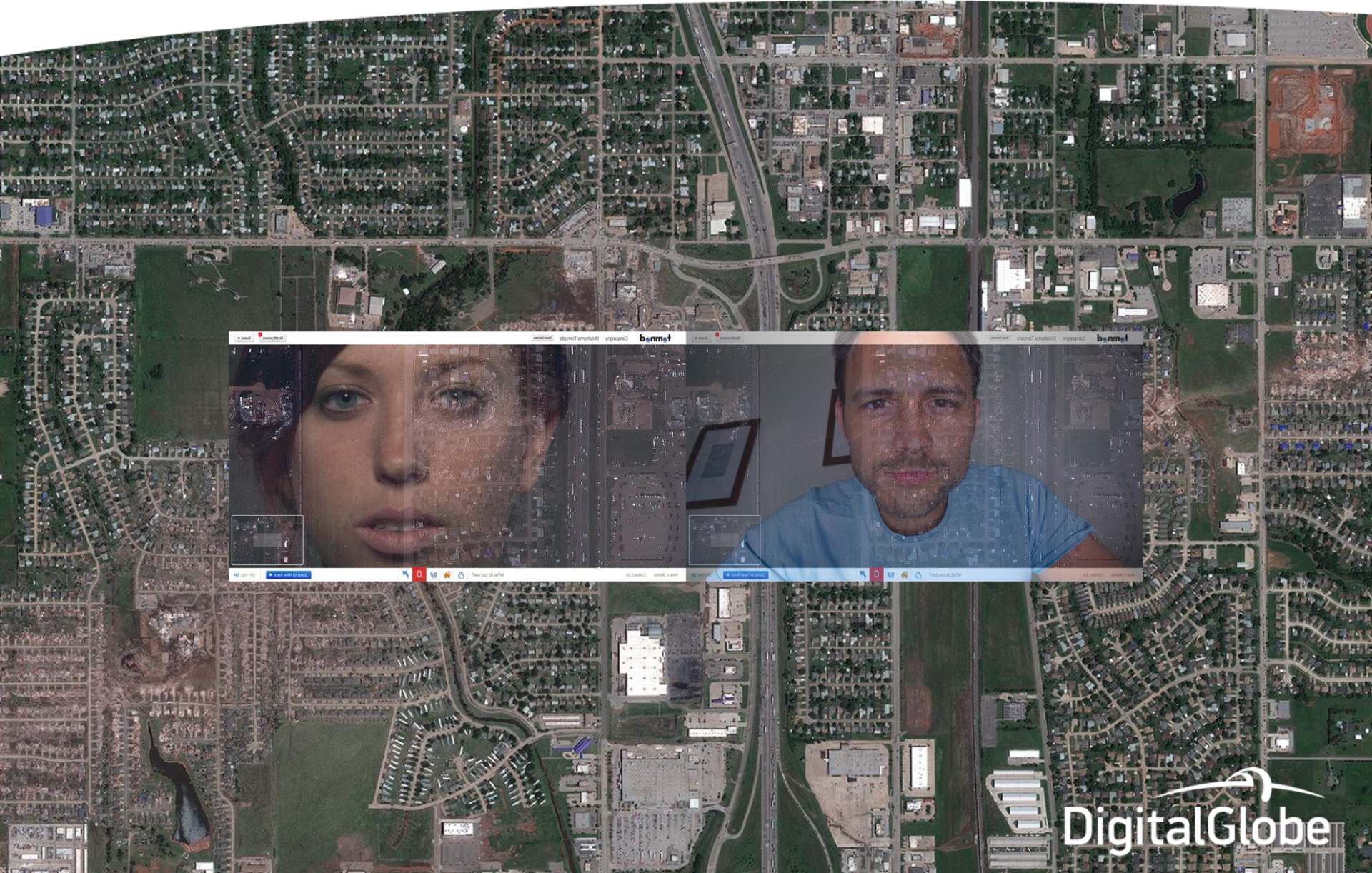
How might we quickly analyze this image?



We could have a human analyst examine it

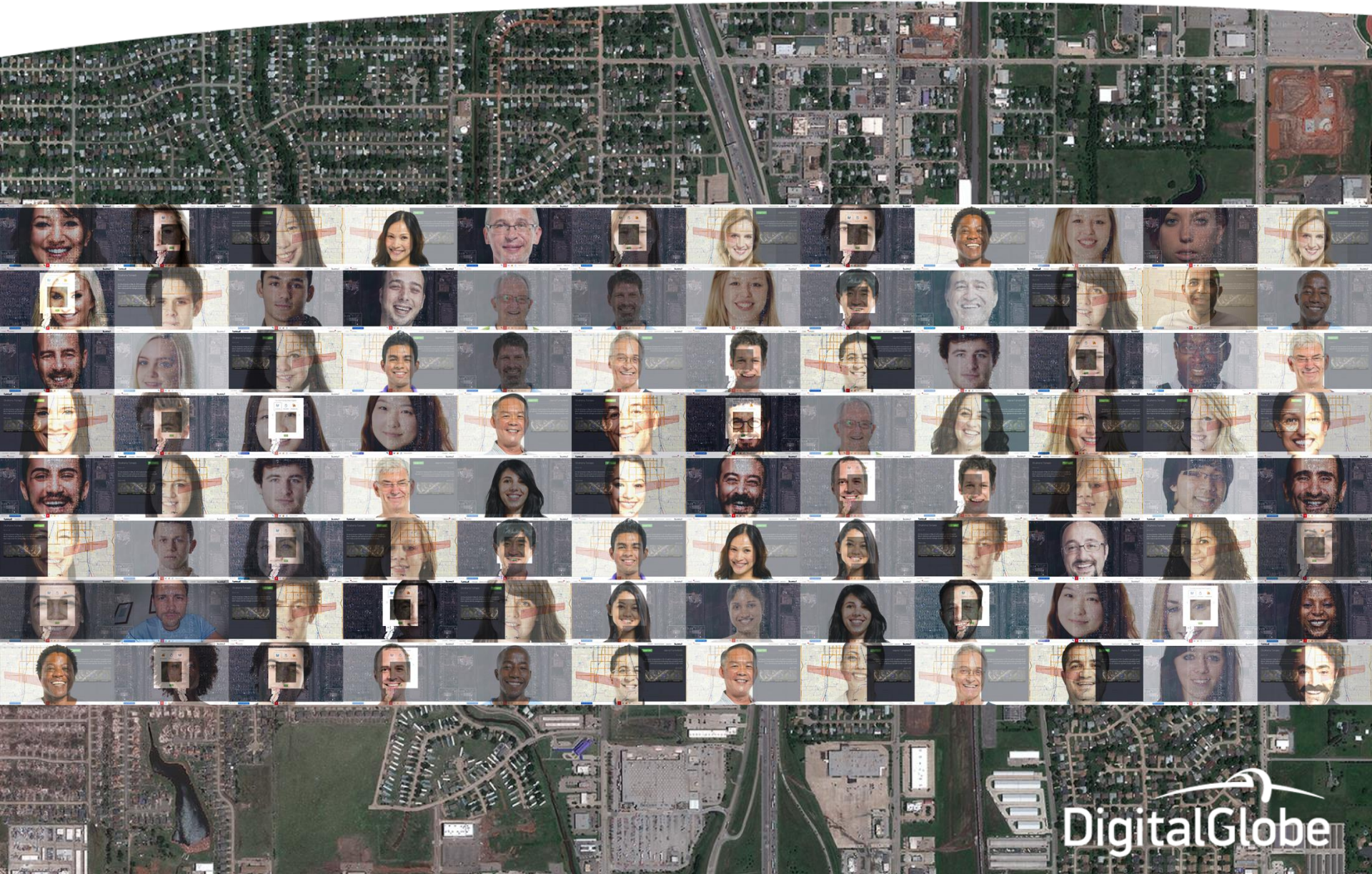


Two analysts would make the job go faster



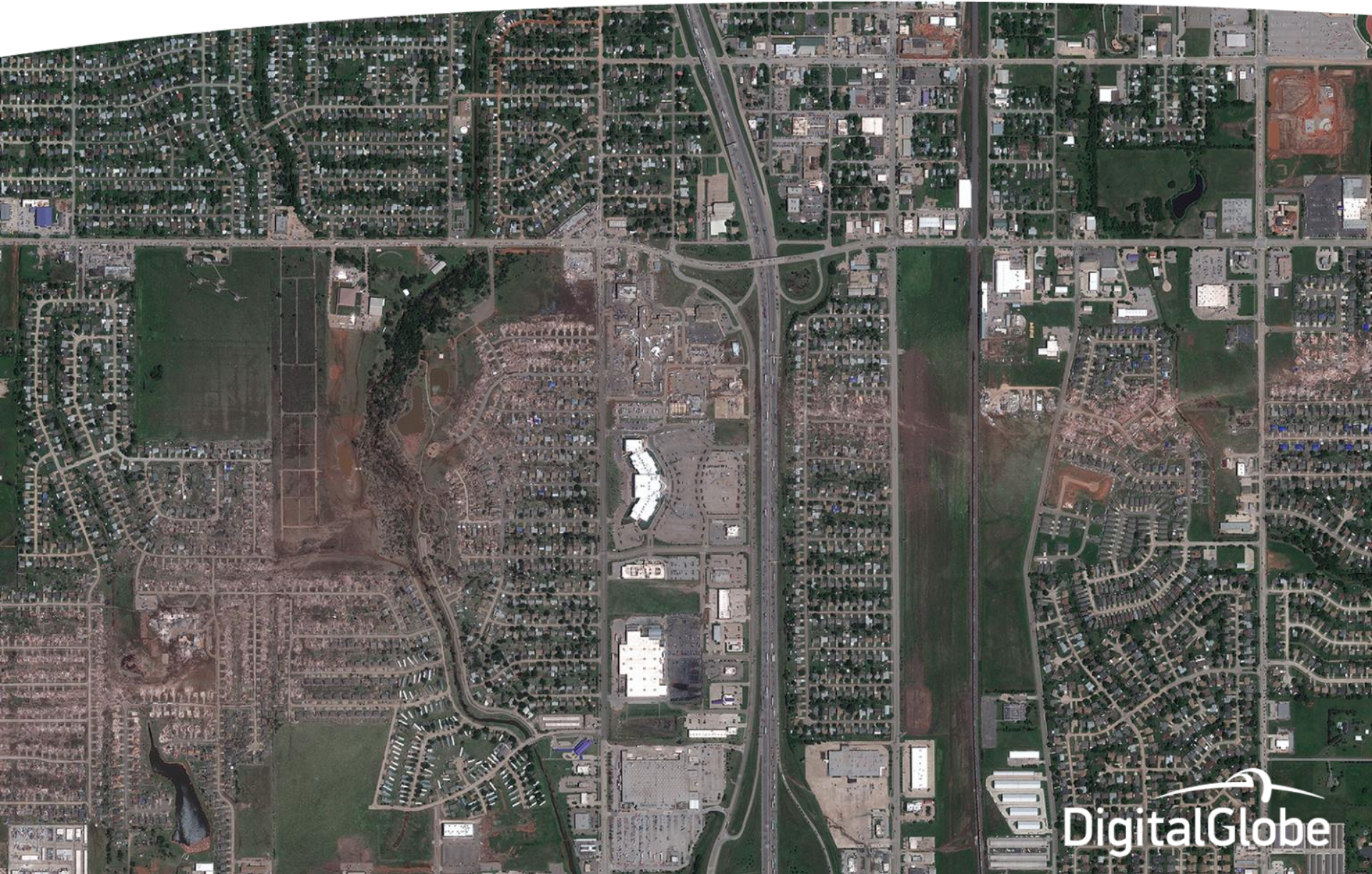
DigitalGlobe

Many analysts would speed it even more



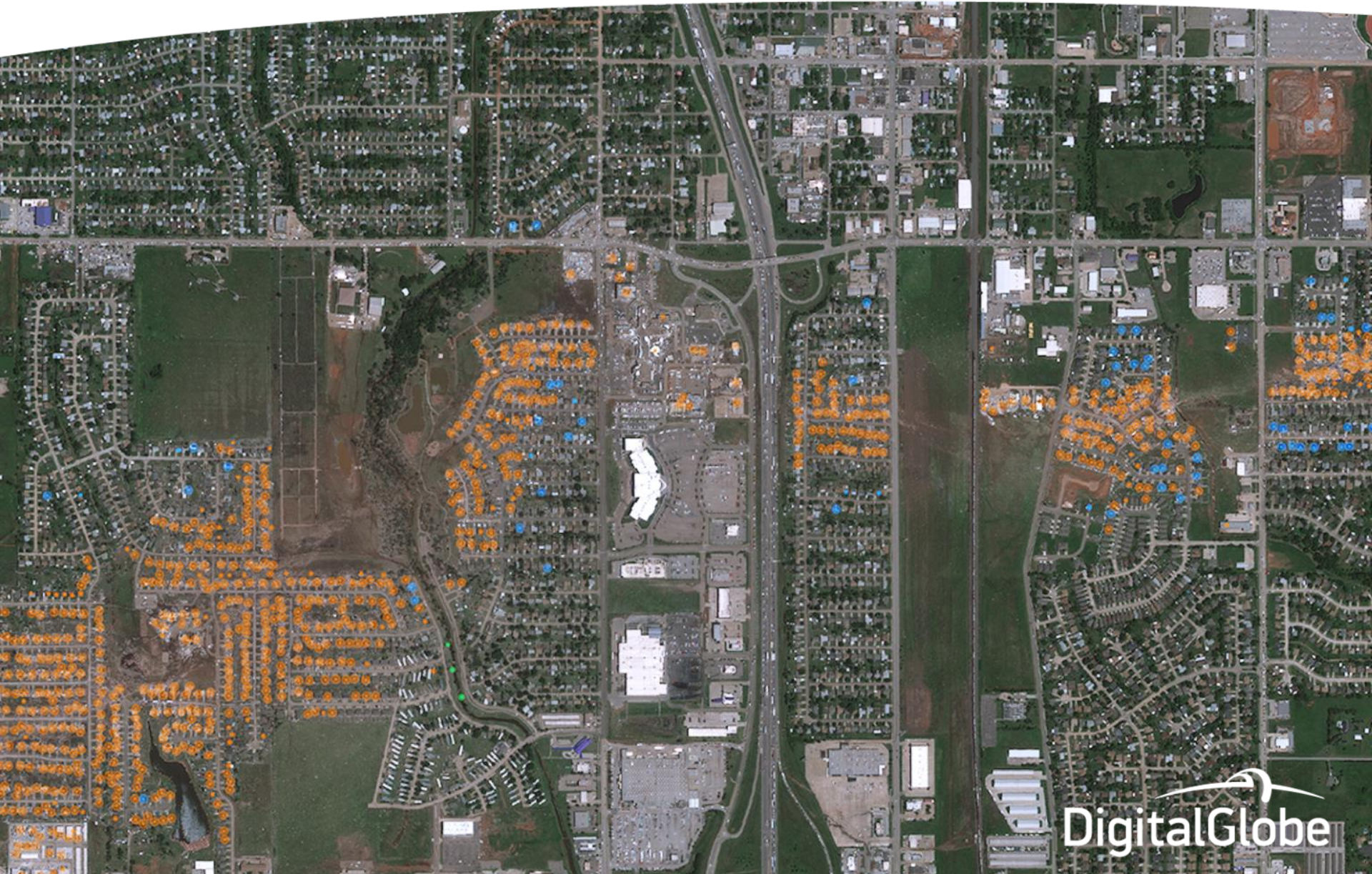
DigitalGlobe

Turning This Image...

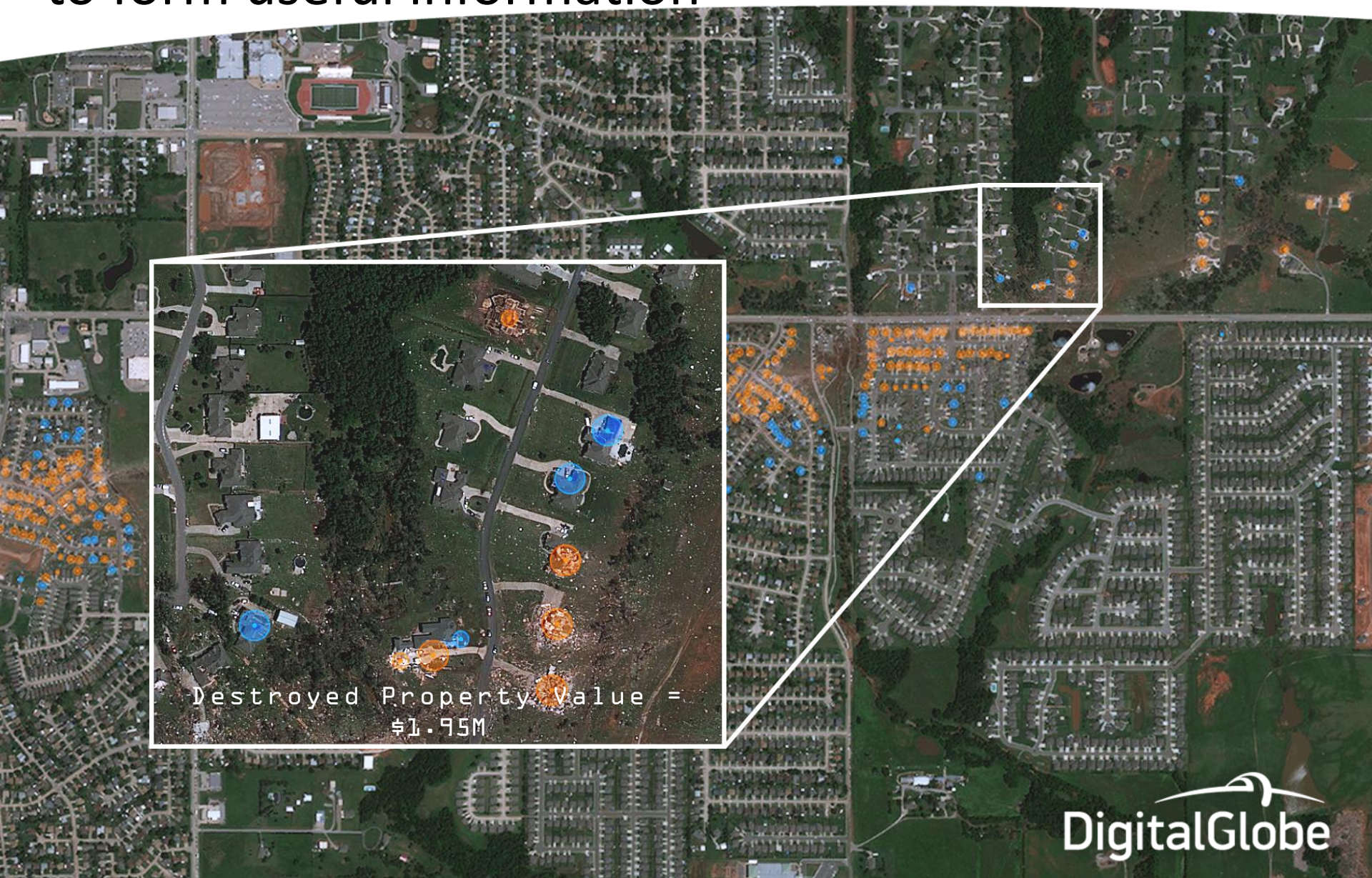



DigitalGlobe

...Into This Damage Map, In an Hour



...which can be searched and analyzed to form useful information



Destroyed Property Value =
\$1.95M

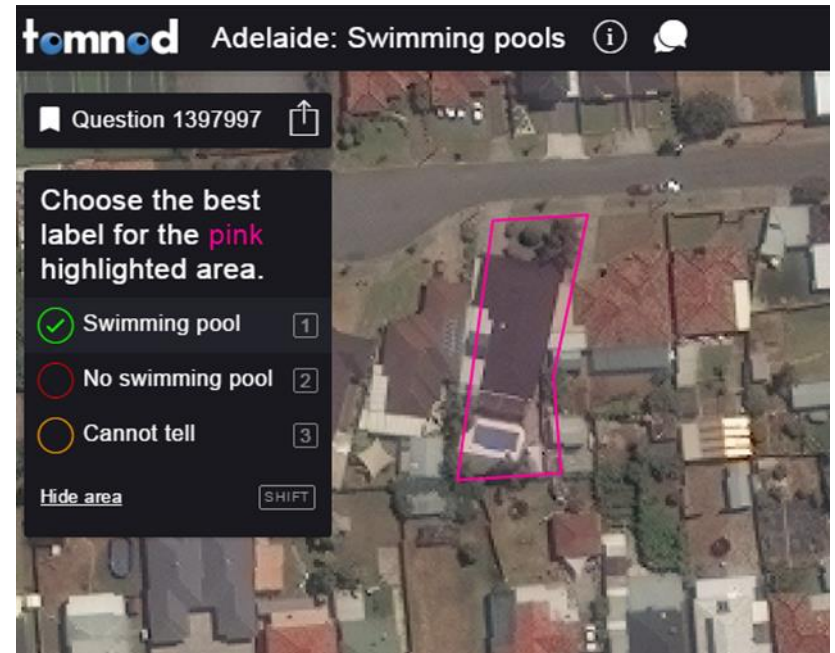

DigitalGlobe

Crowd Sourcing

Identify Features



Validate (QA/QC) output of algorithms and increase accuracy



An industry pioneer in technological innovation.



FIRST in the industry

First 30 cm satellite imagery



First to deliver high-resolution SWIR capabilities

First satellite with better than 5 m accuracy

BEST in the industry

Best current and historical library of Earth imagery

Best daily refresh rates

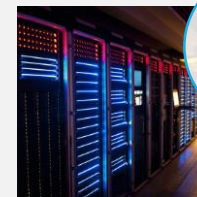
Best comprehensive Earth coverage



ONLY in the industry

Only company with sub-50cm satellite imagery

Only company with over 5 billion sq. km. of archived imagery



Only company with 5 high-resolution satellites in orbit

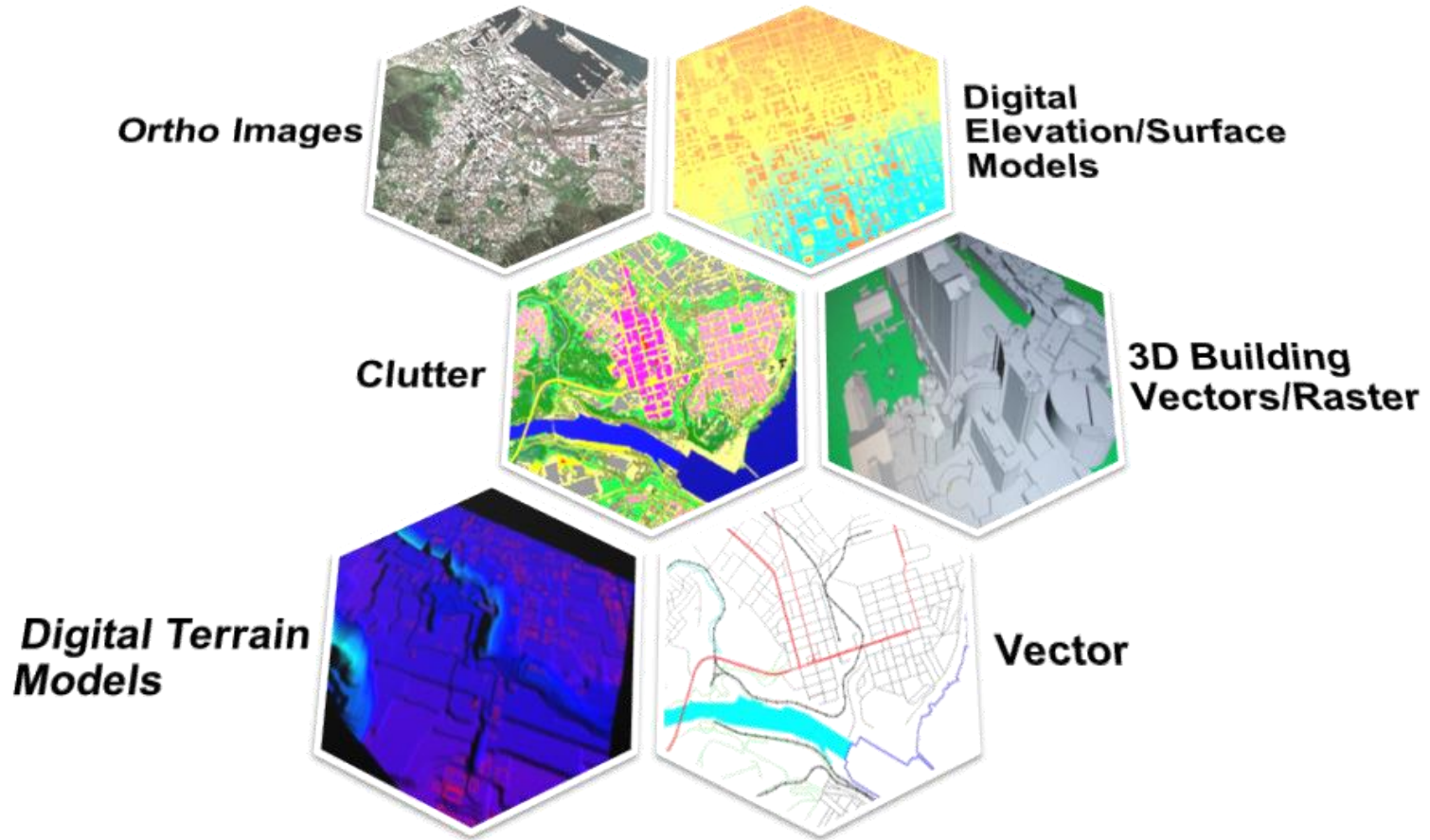


Applications leveraging satellite technology

TELECOMS

ILLEGAL BUILDINGS

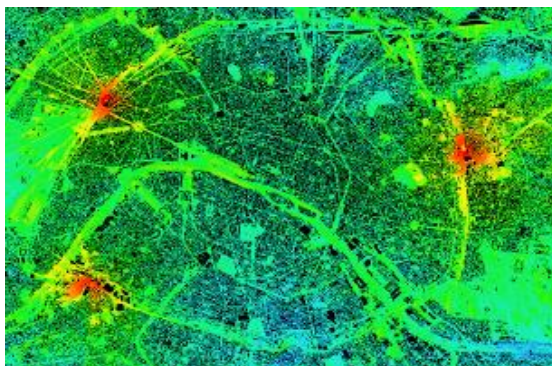
ROADS & INFRASTRUCTURE



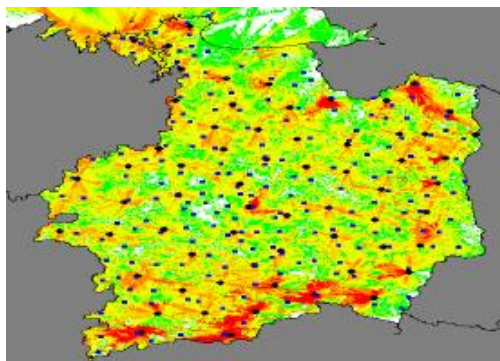
Partners who leverage our data



Broadcast (DVB, DAB,)



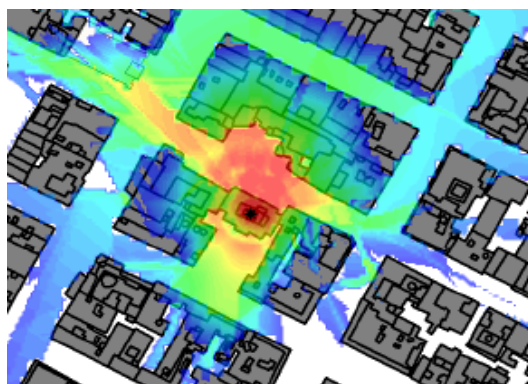
Wireless LAN (Wifi, WhiteFi, ...)



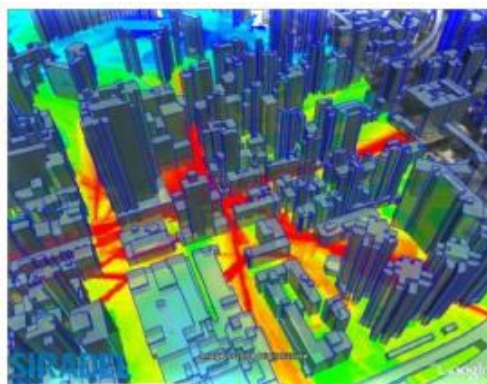
Mobiles (2G, 3G, 4G, ...)



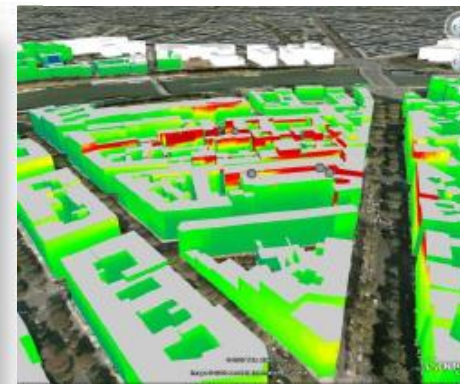
Indoor/outdoor interference



3D urban prediction



Electromagnetic field exposure



DigitalGlobe 3D elevation has been integrated with the following software and models

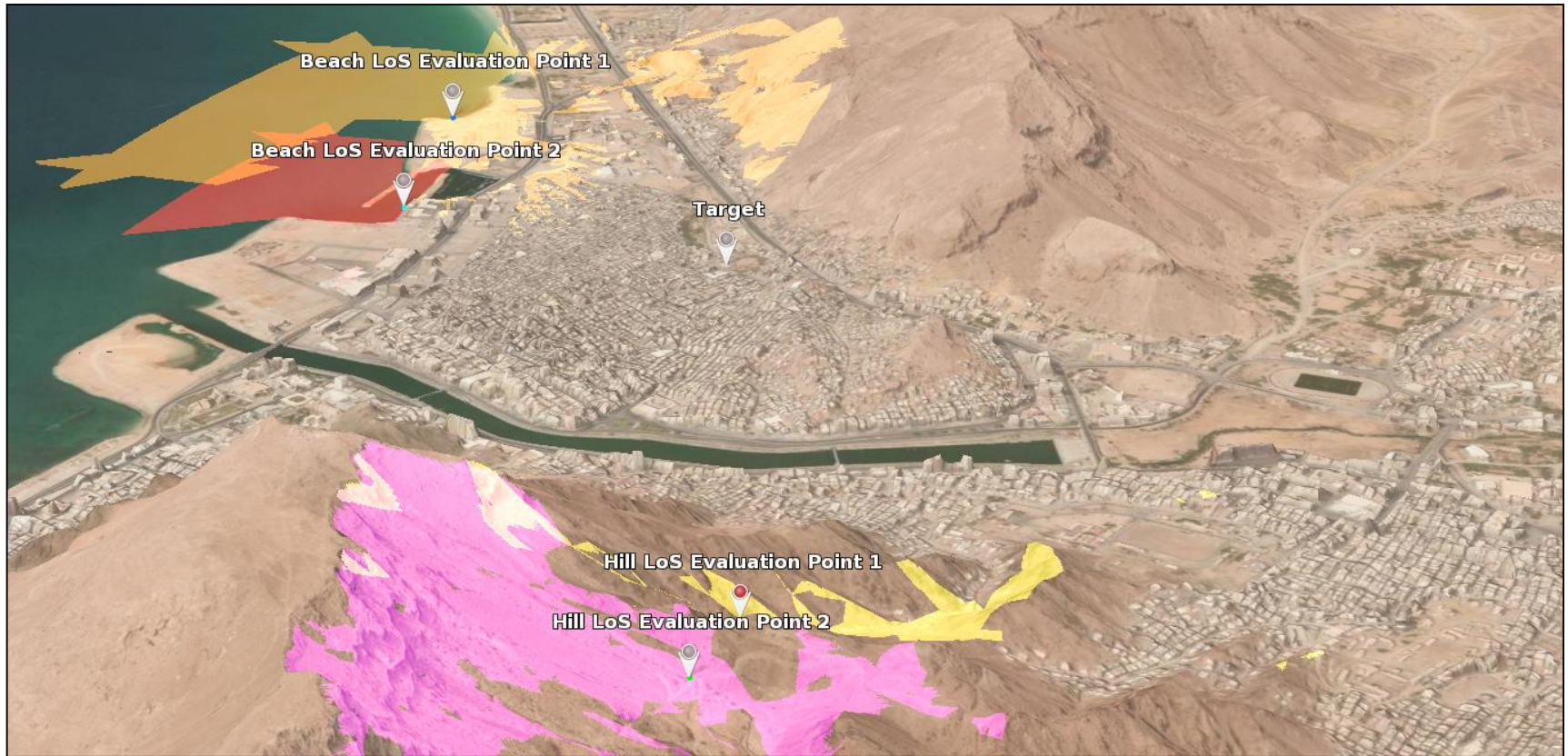
RF Planning Software

- ATDI Ics Telecom
- Forsk Atoll
- Mentum Planet
- TEOCO Asset

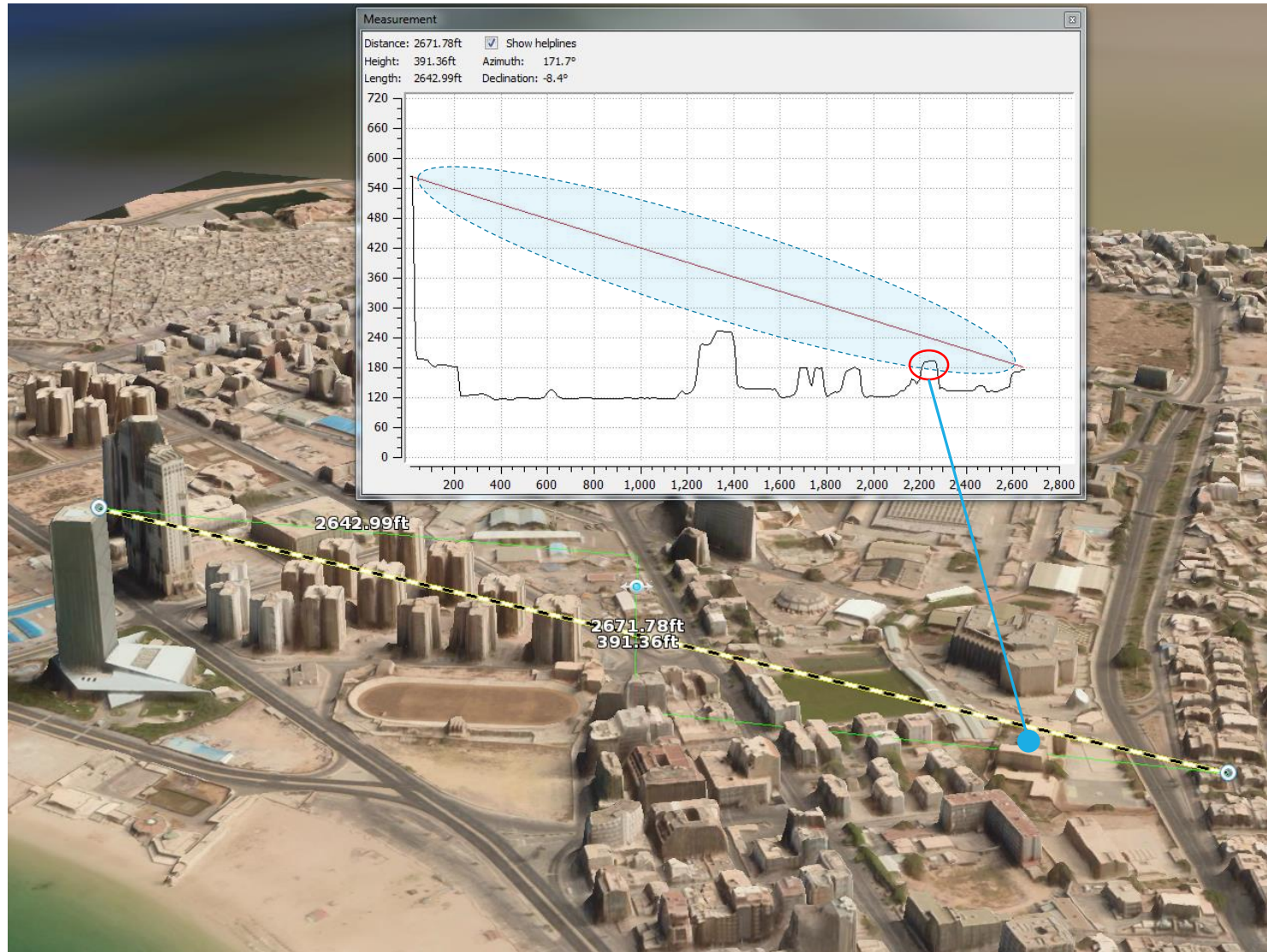
Special RF Models

- Orange Labs Models
- Planet 3D Models
- AWE Winprop

Applications: Line of sight calculation



Applications: Radio line of sight

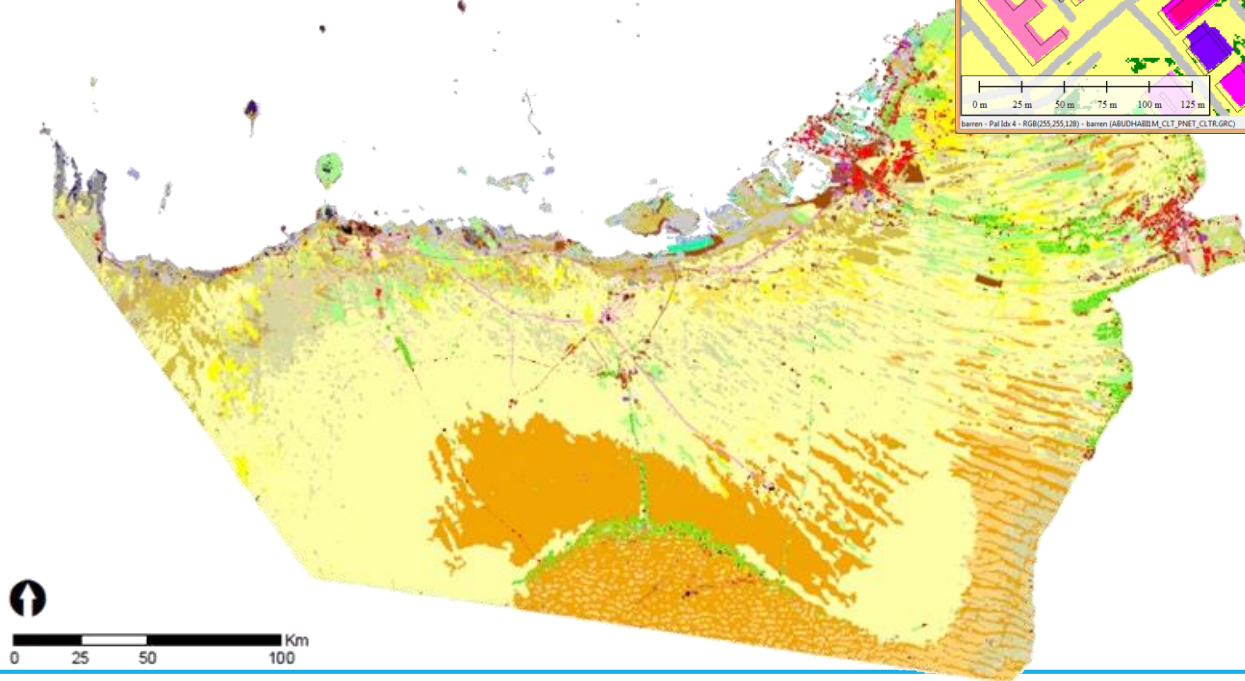
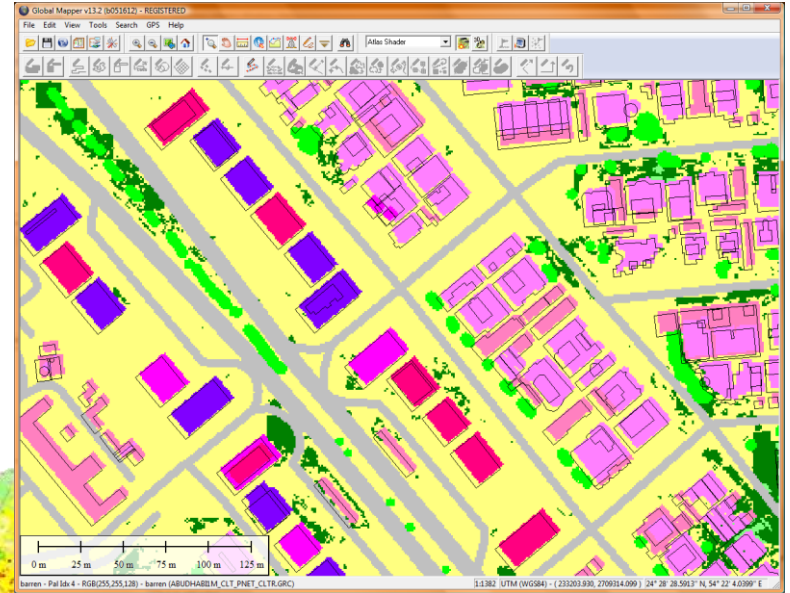


Applications: Clutter map



Classes

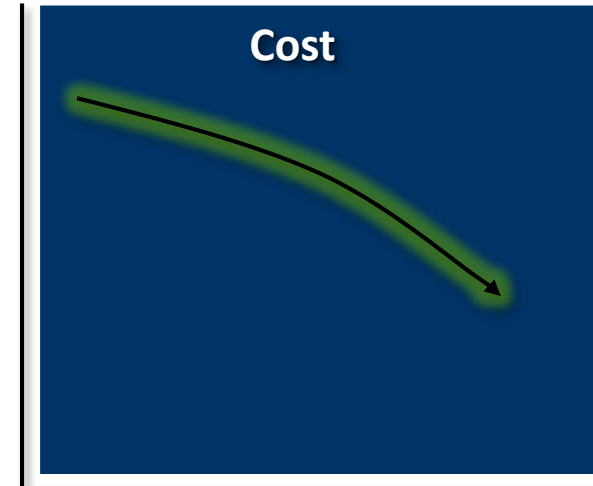
- Building
- Roads/structures
- Vegetation
- Water



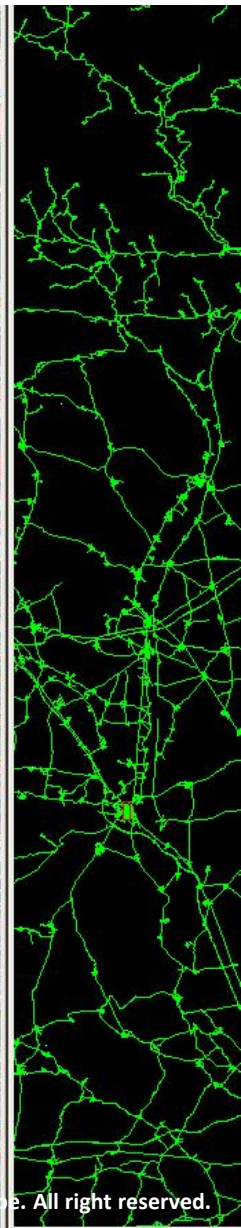
Enabling Value for Telco's



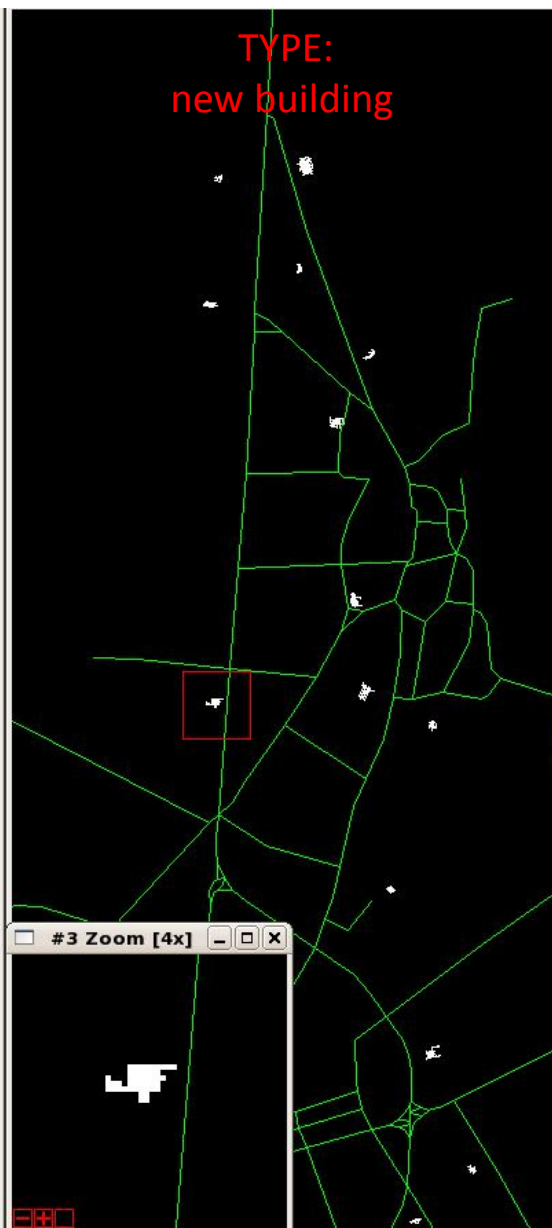
- **Better** Site Evaluation
 - Location, Infrastructure, Vegetation, Population, LULC
- **Better** Planning & Deployment
 - Clutter, Surface and sub surface Information, Lease, Base Station type, Line of Sight, Viewshed/Signal Propagation simulation.
- **More** Monitoring
 - Assets, Encroachment, Service, Coverage, Change Detection
- **Better** Customer Service
 - Incident Management, location, service quality maintenance
- **Greater** Enterprise Access
 - Remote on site and company wide access



Change Detection of New Constructions and Building Improvements/Illegal Buildings



Change Detection of New Constructions and Building Improvements/Illegal Buildings



Change Detection of New Constructions and Building Improvements/Illegal Buildings



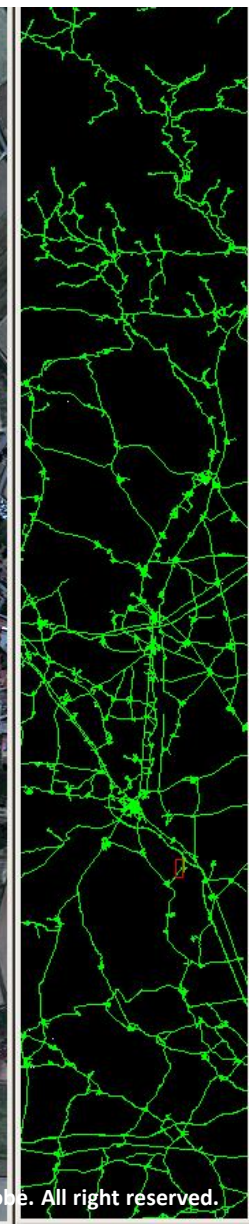
2012 August 18



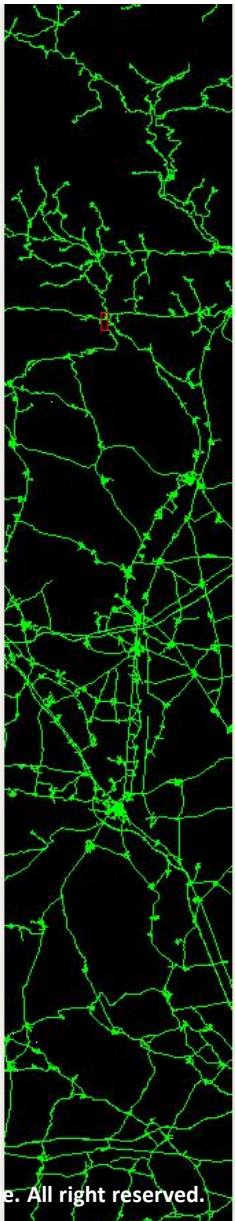
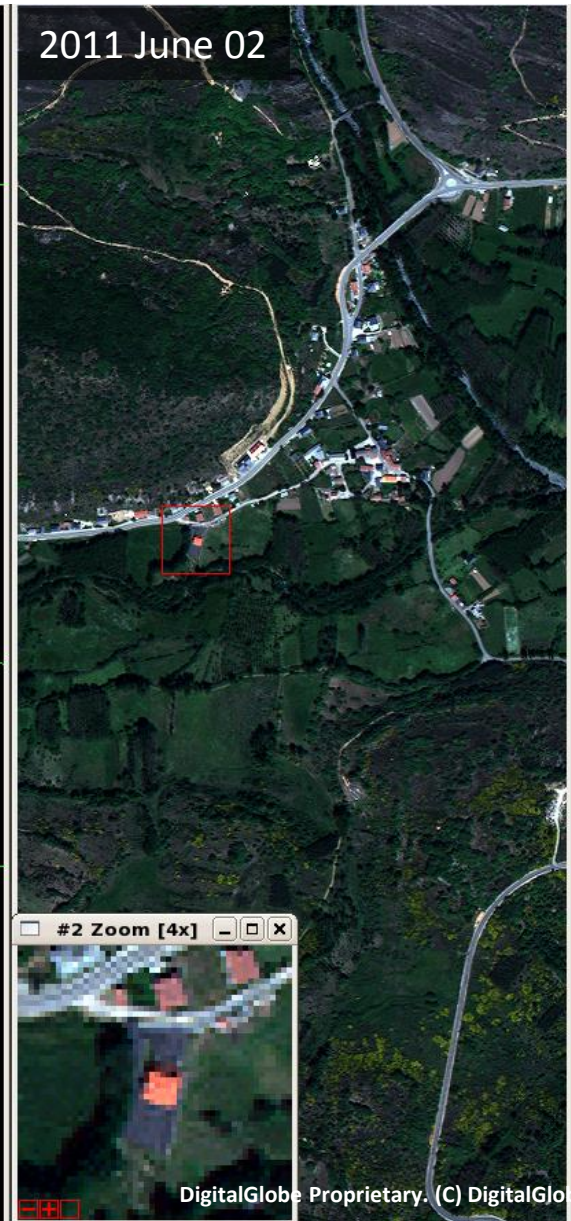
TYPE:
new building



2011 June 02



Change Detection of New Constructions and Building Improvements/Illegal Buildings





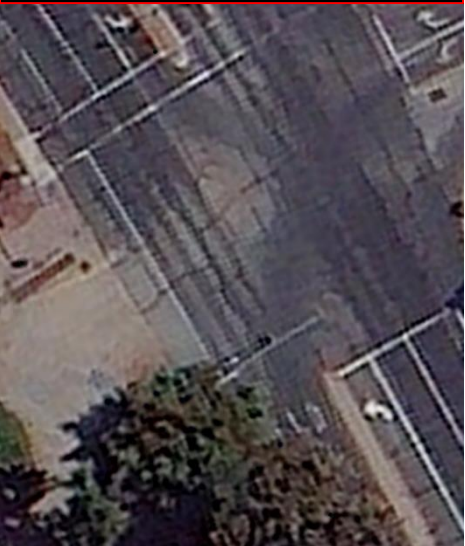
Provides additional detail for the urban planner. Cracks in roads are clearly visible allowing quick and accurate assessment of cost and scale of damage in neighborhoods and city-wide.



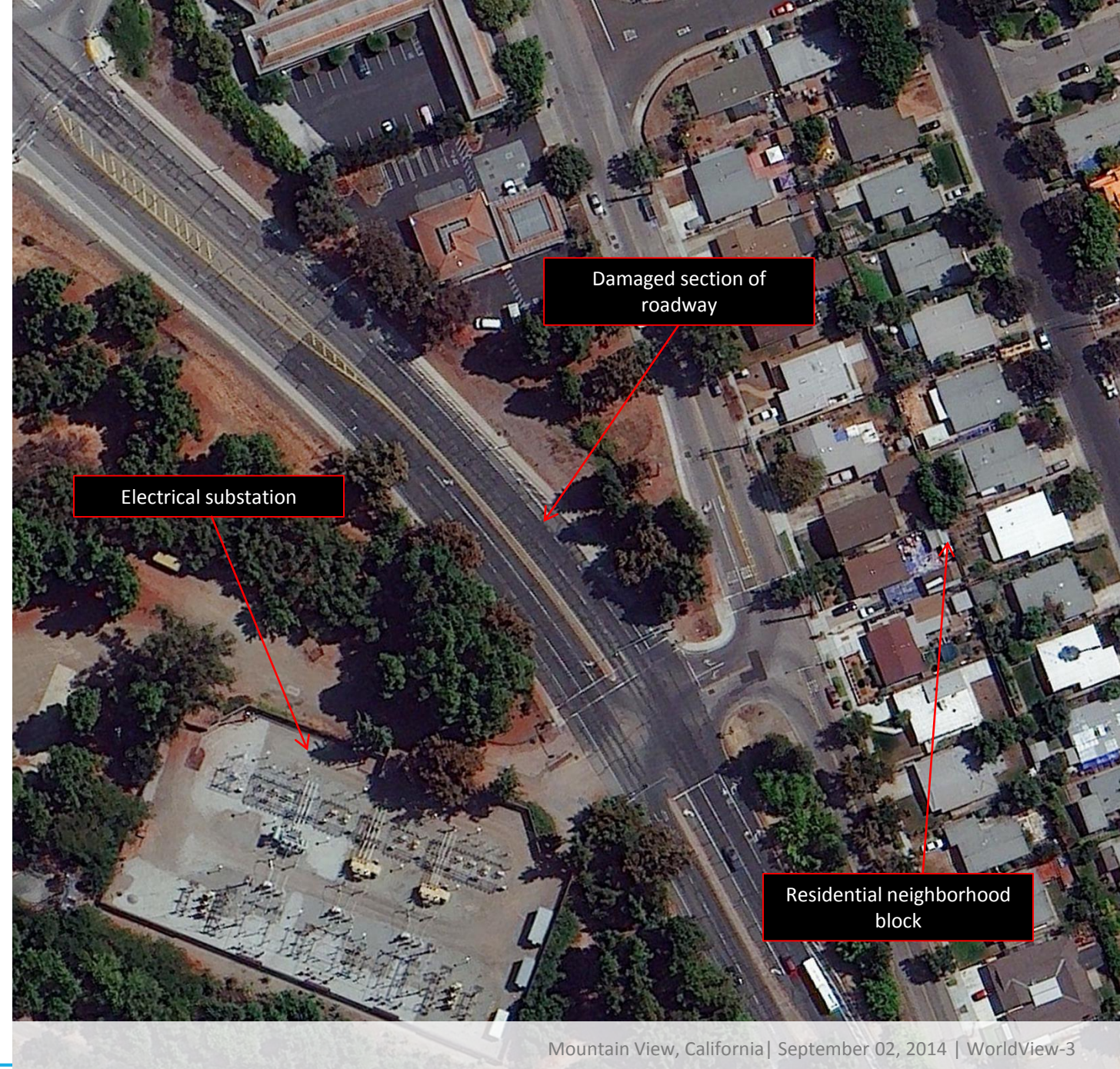
Damaged pavement



Detail of electrical substation across from residential neighborhood. Urban planners faced with complex zoning issues now have access to city-wide data on-demand.



Damaged pavement in intersection



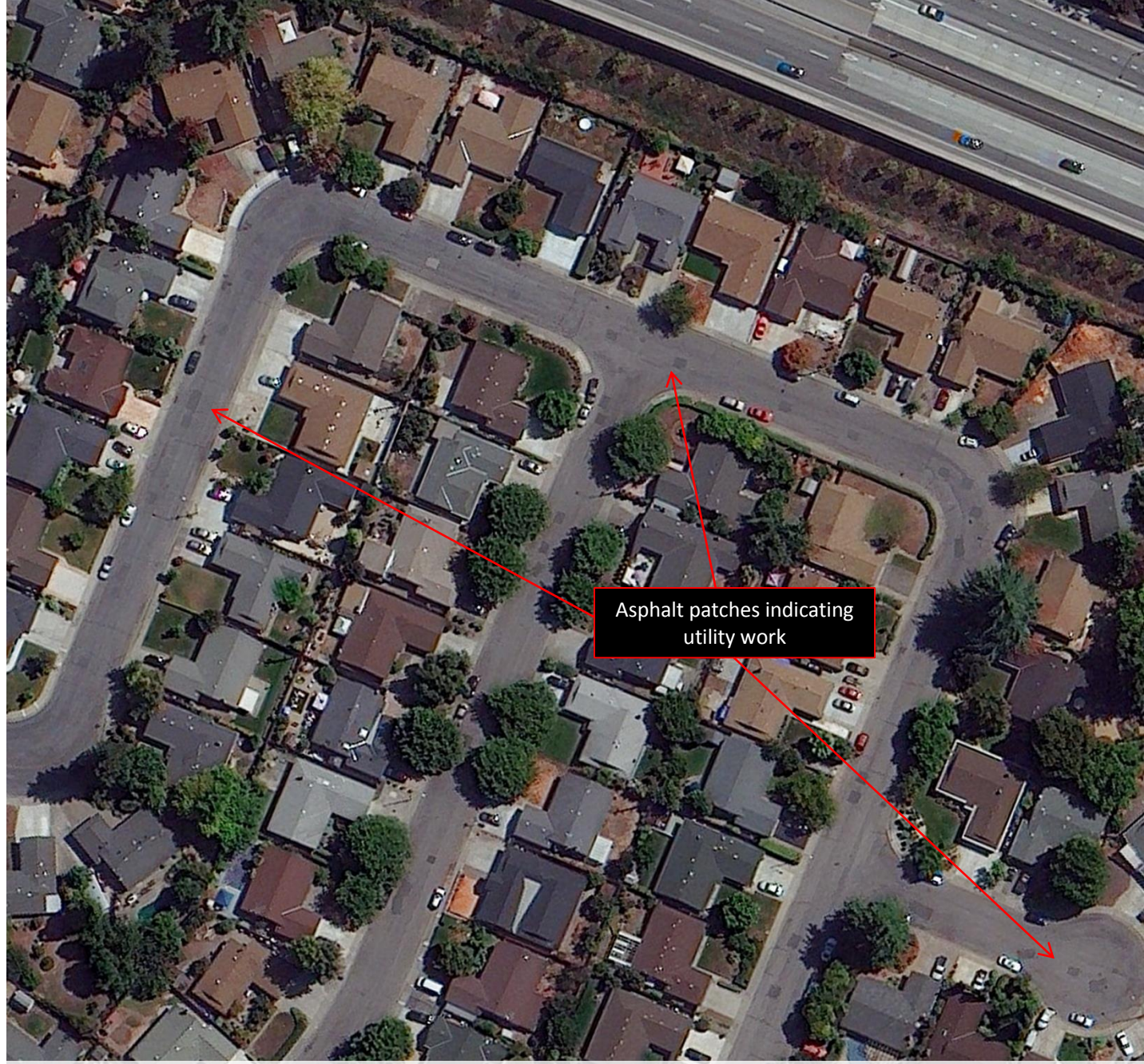
Electrical substation

Damaged section of roadway

Residential neighborhood block



Asphalt patches are clearly visible throughout this neighborhood, likely indicative of utility upgrades.



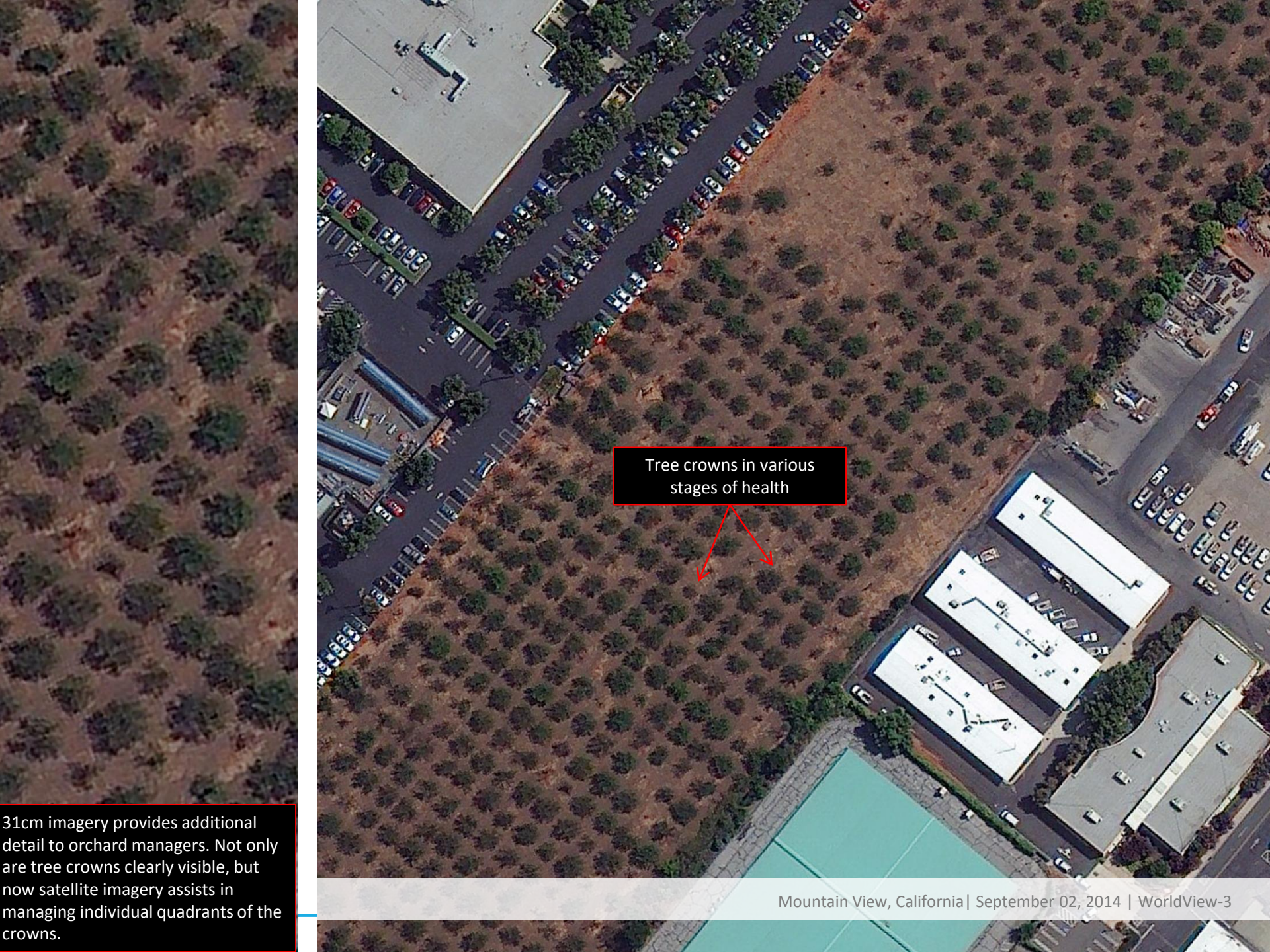
Asphalt patches indicating utility work



Framework detail of power pylons

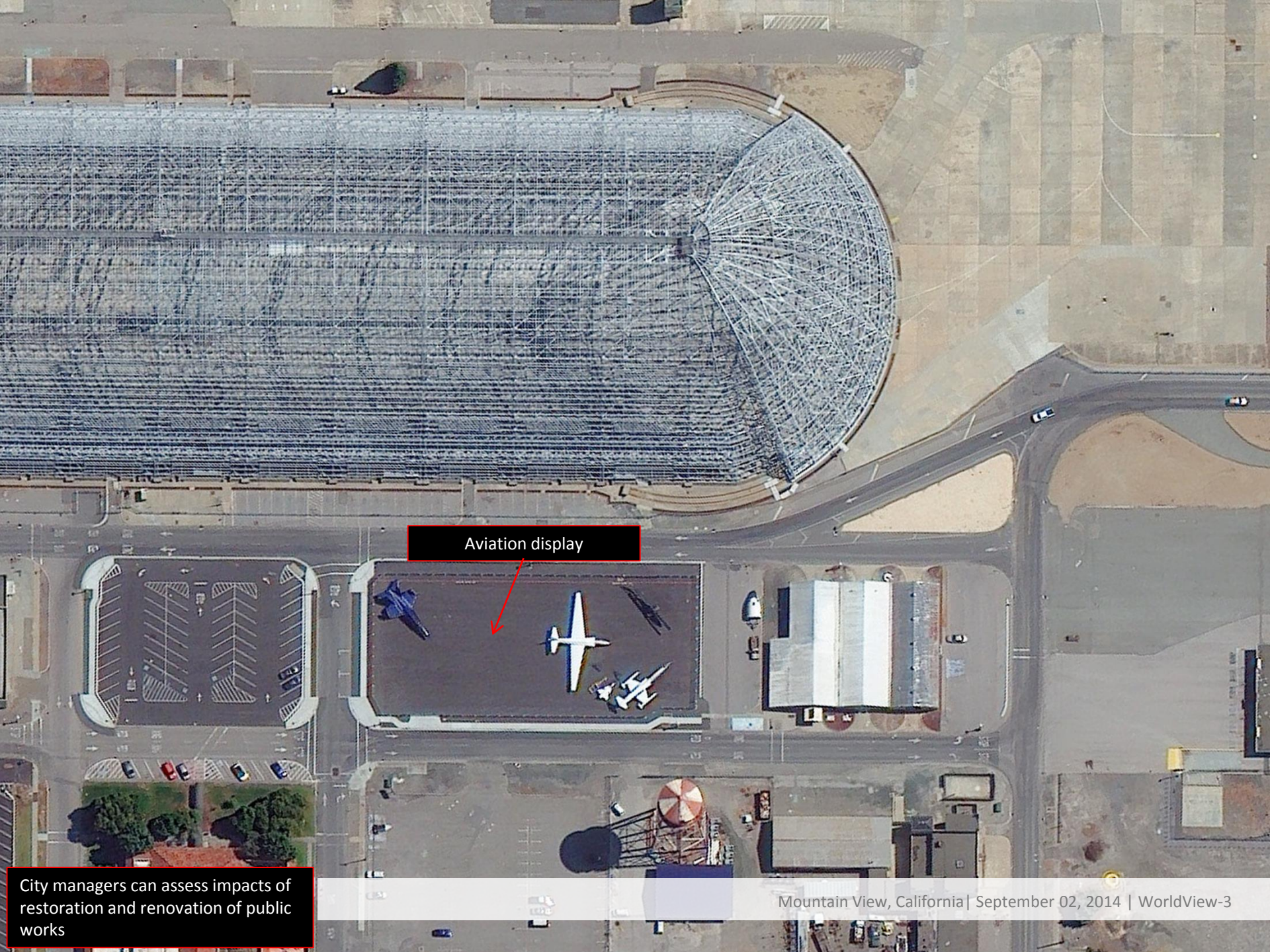
Power lines clearly visible

High resolution imagery provides additional detail and accuracy to allow planners to make decisions regarding utility right of way and easements through different zoning definitions.



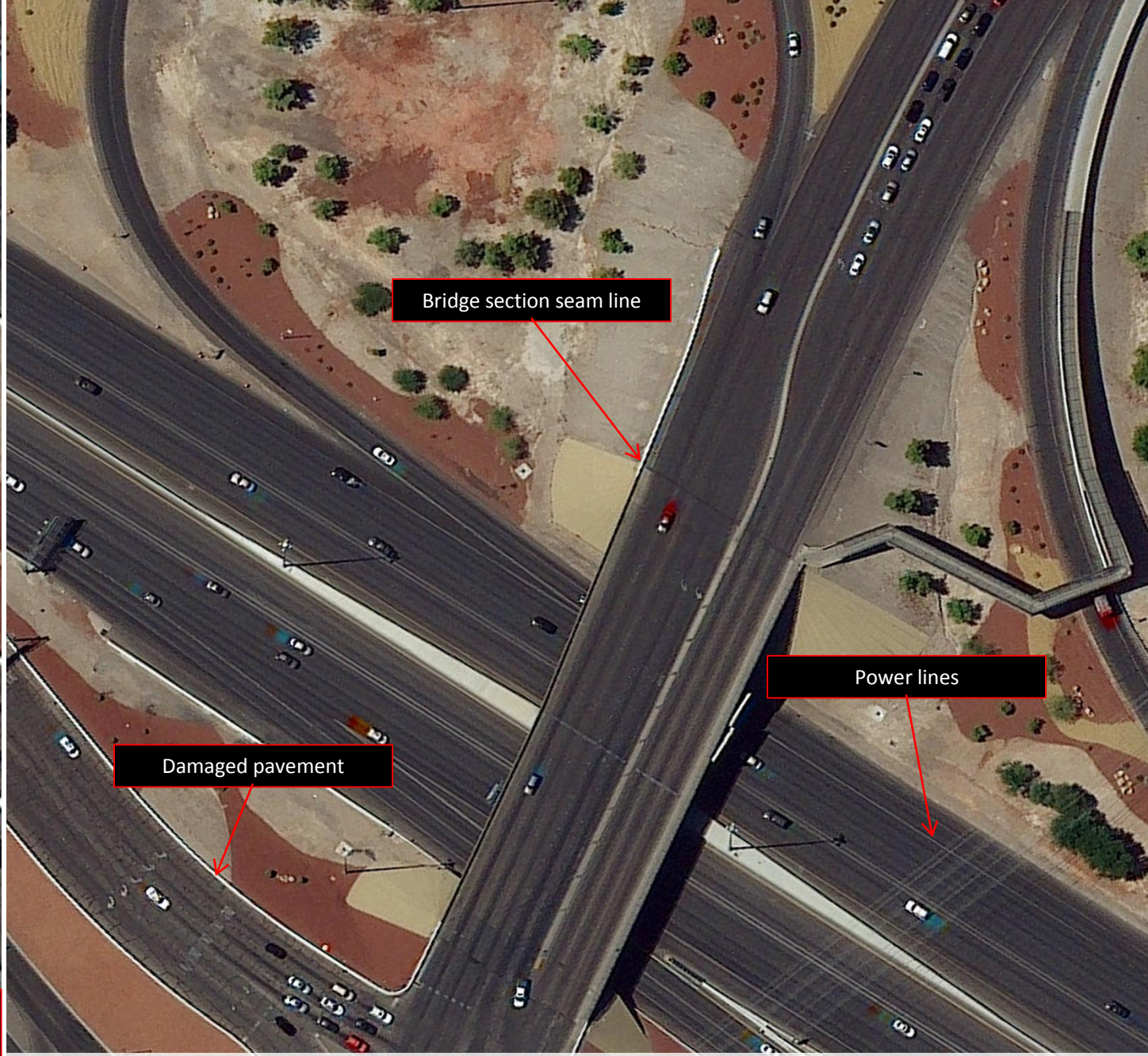
Tree crowns in various stages of health

31cm imagery provides additional detail to orchard managers. Not only are tree crowns clearly visible, but now satellite imagery assists in managing individual quadrants of the crowns.



Aviation display

City managers can assess impacts of restoration and renovation of public works



Bridge section seam line

Power lines

Damaged pavement

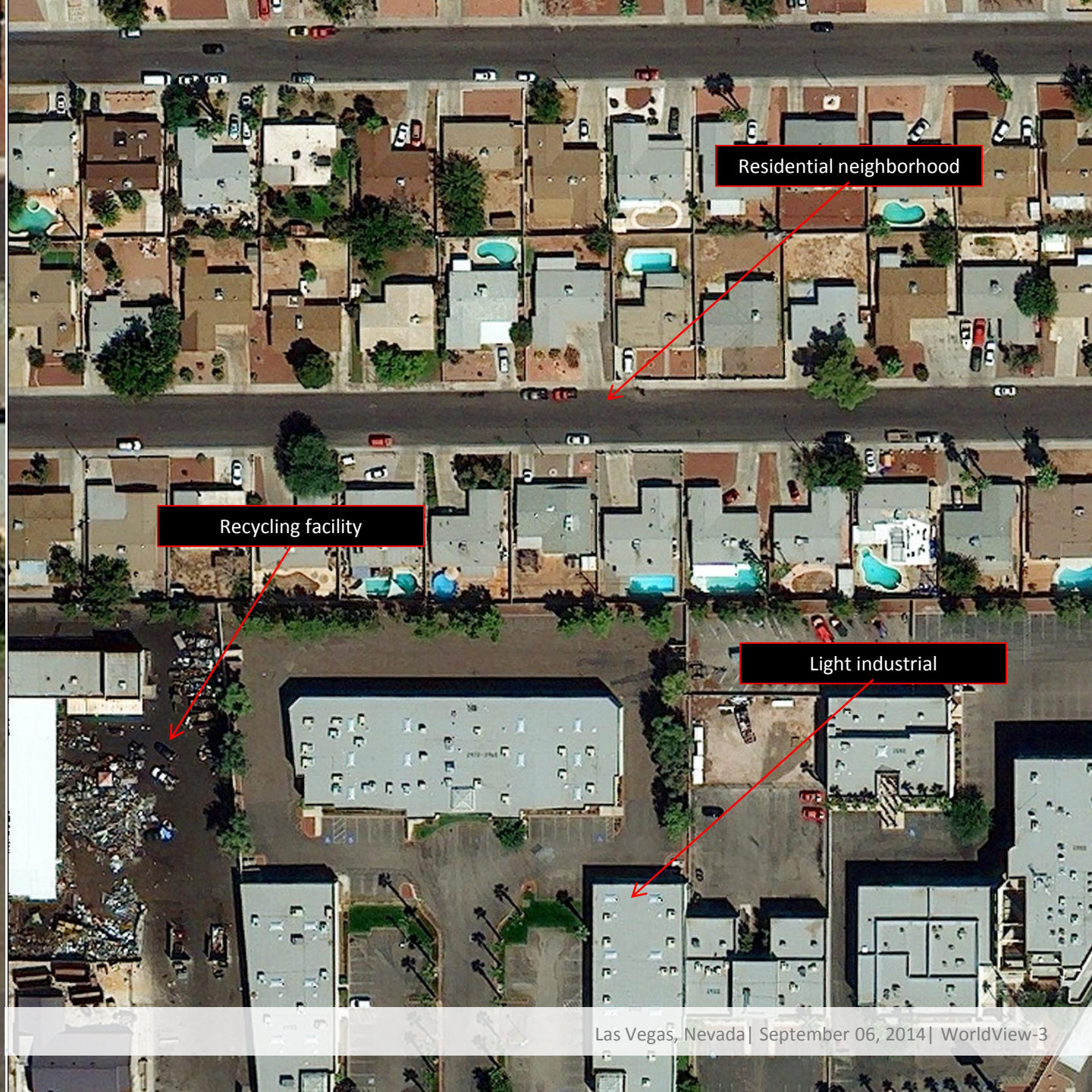
High resolution imagery provides additional detail to transportation managers to identify problems, such as this aging and damaged off ramp.

Bridge section over surface street

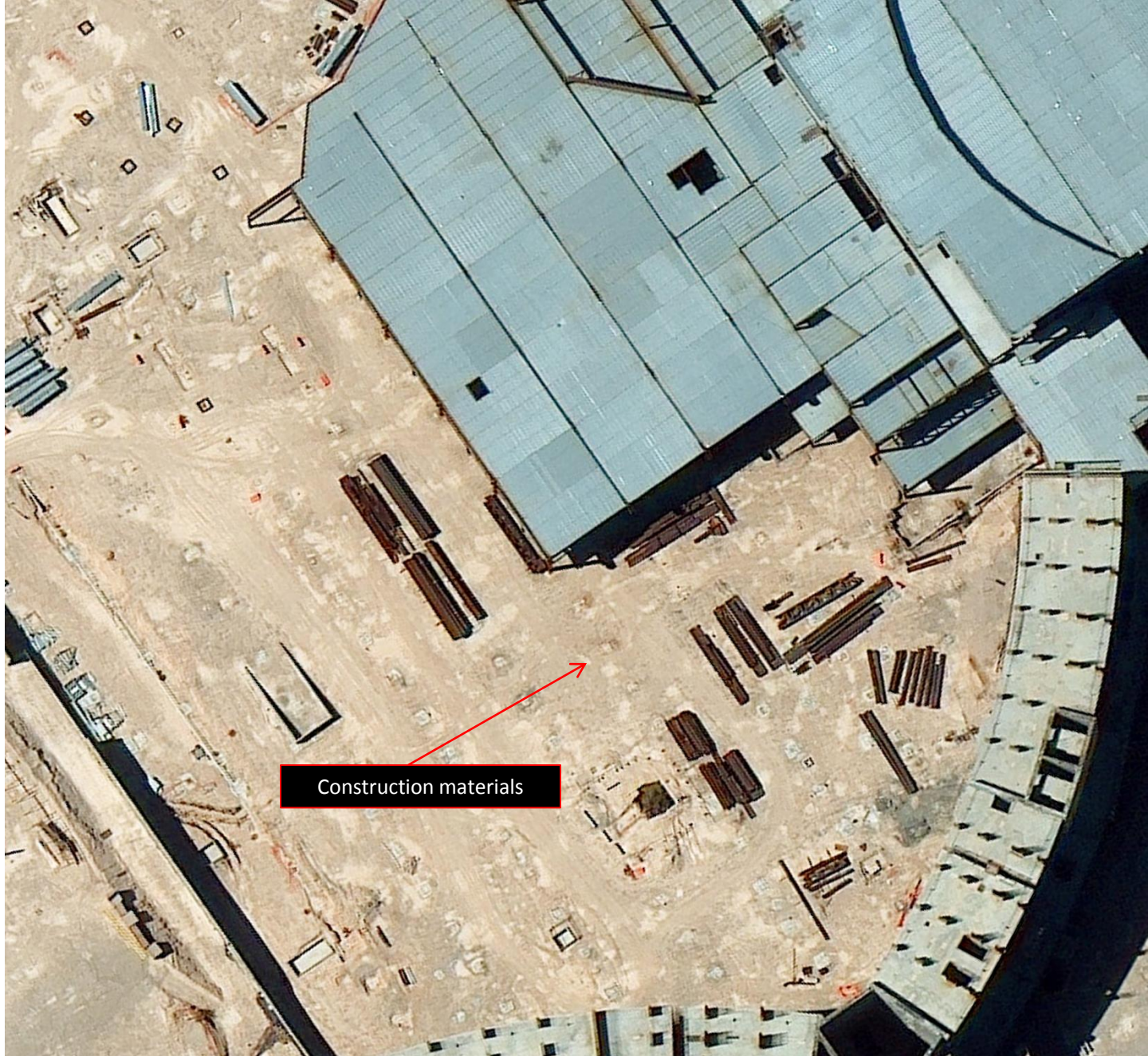
Street lights

Bridge section over railroad

The time and cost of replacing aging infrastructure is a difficult decision, which can be made more clearly with 31cm imagery.

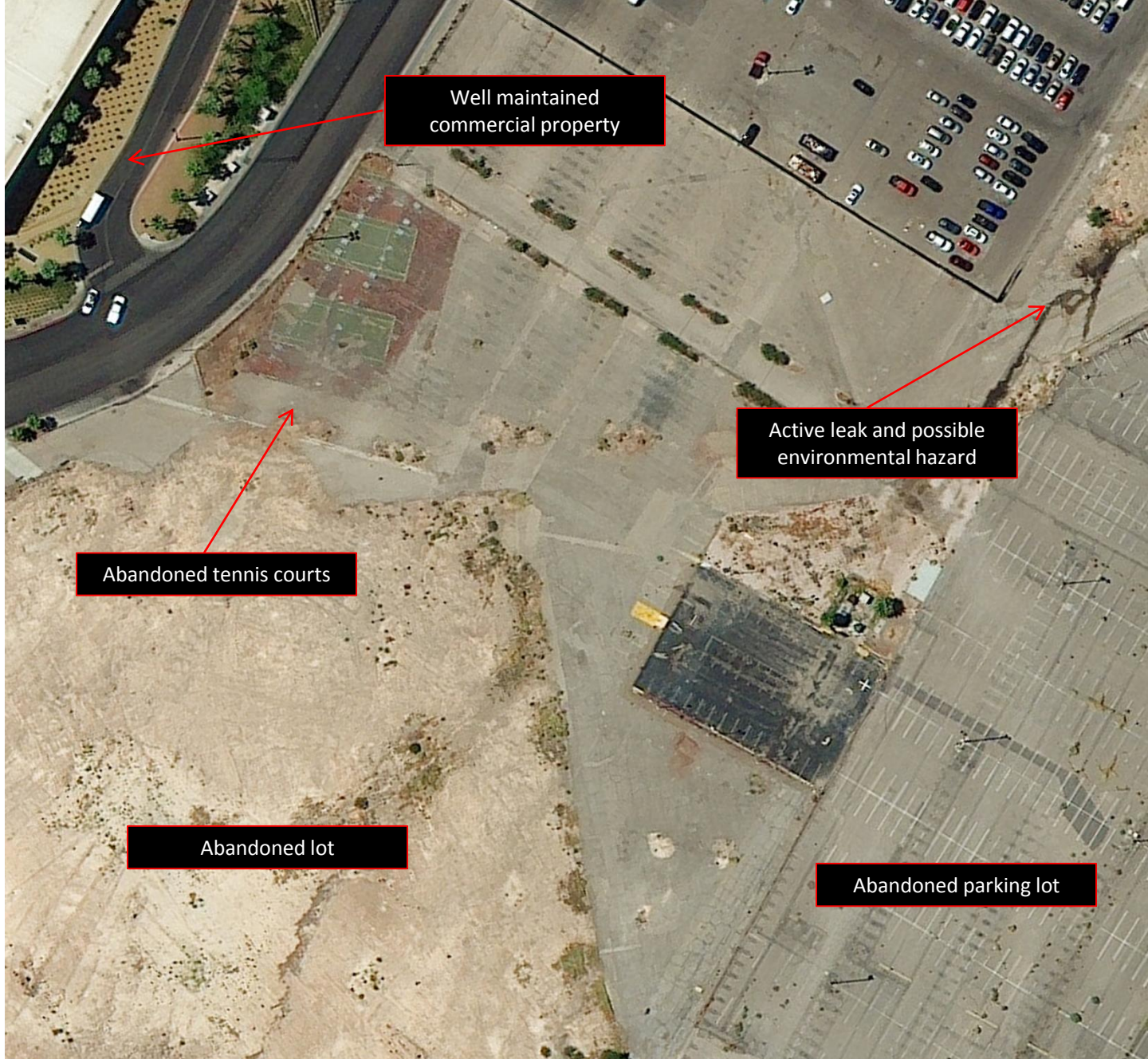


Urban planners and city managers can benefit from the accuracy and detail provided by high resolution imagery when structuring zoning laws and property taxes.



Construction materials

High resolution 31cm imagery and frequent revisit allows the monitoring of sites worldwide. New construction can be inspected for progress, environmental impact and building code compliance and violations.



Well maintained commercial property

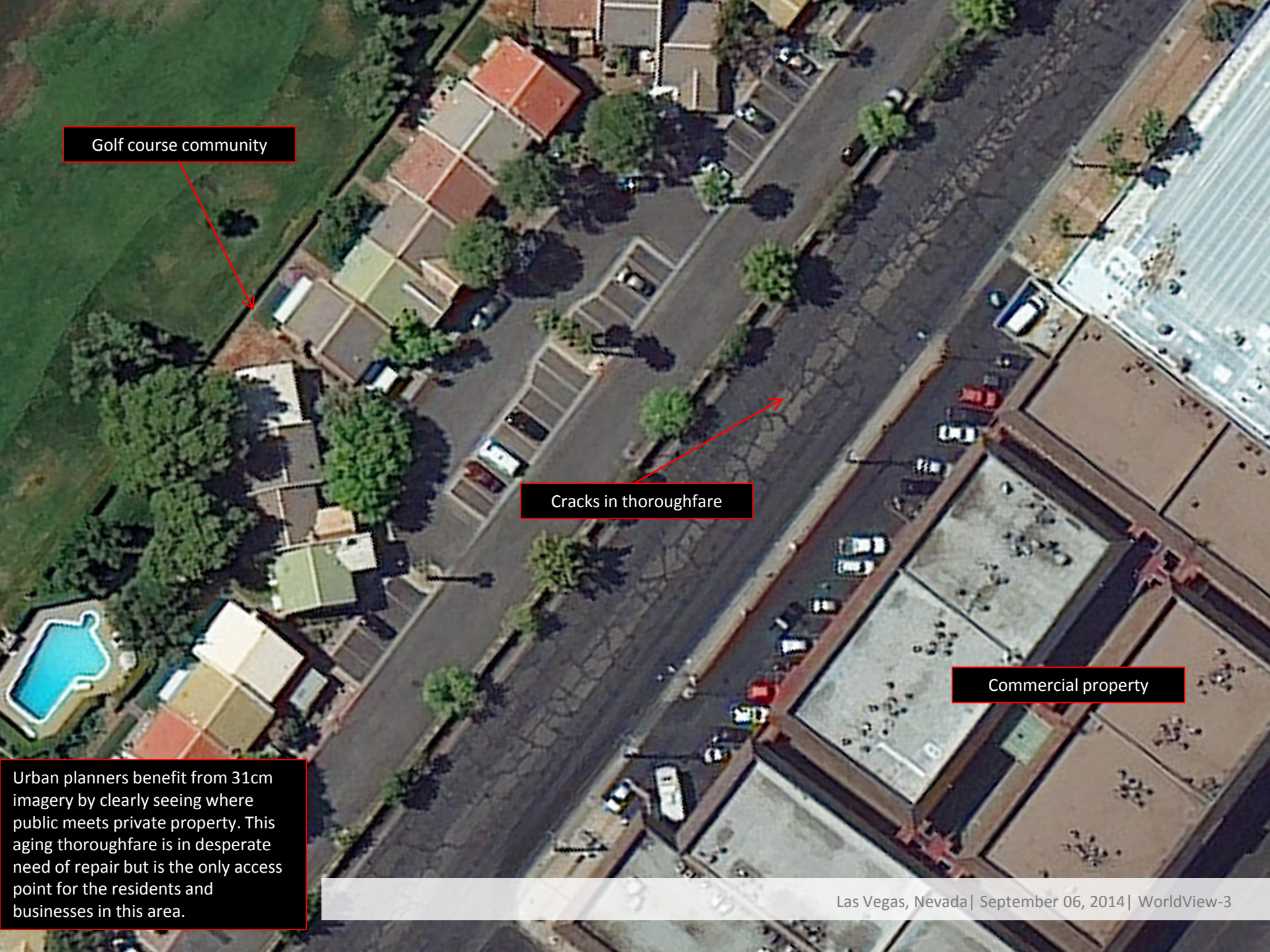
Active leak and possible environmental hazard

Abandoned tennis courts

Abandoned lot

Abandoned parking lot

Urban blight has an economic impact on cities. Urban planners can perform cost/benefit analysis using the additional detail of 31cm imagery to mitigate the impact on surrounding areas while planning new developments or the repurposing of unused facilities.



Golf course community

Cracks in thoroughfare

Commercial property

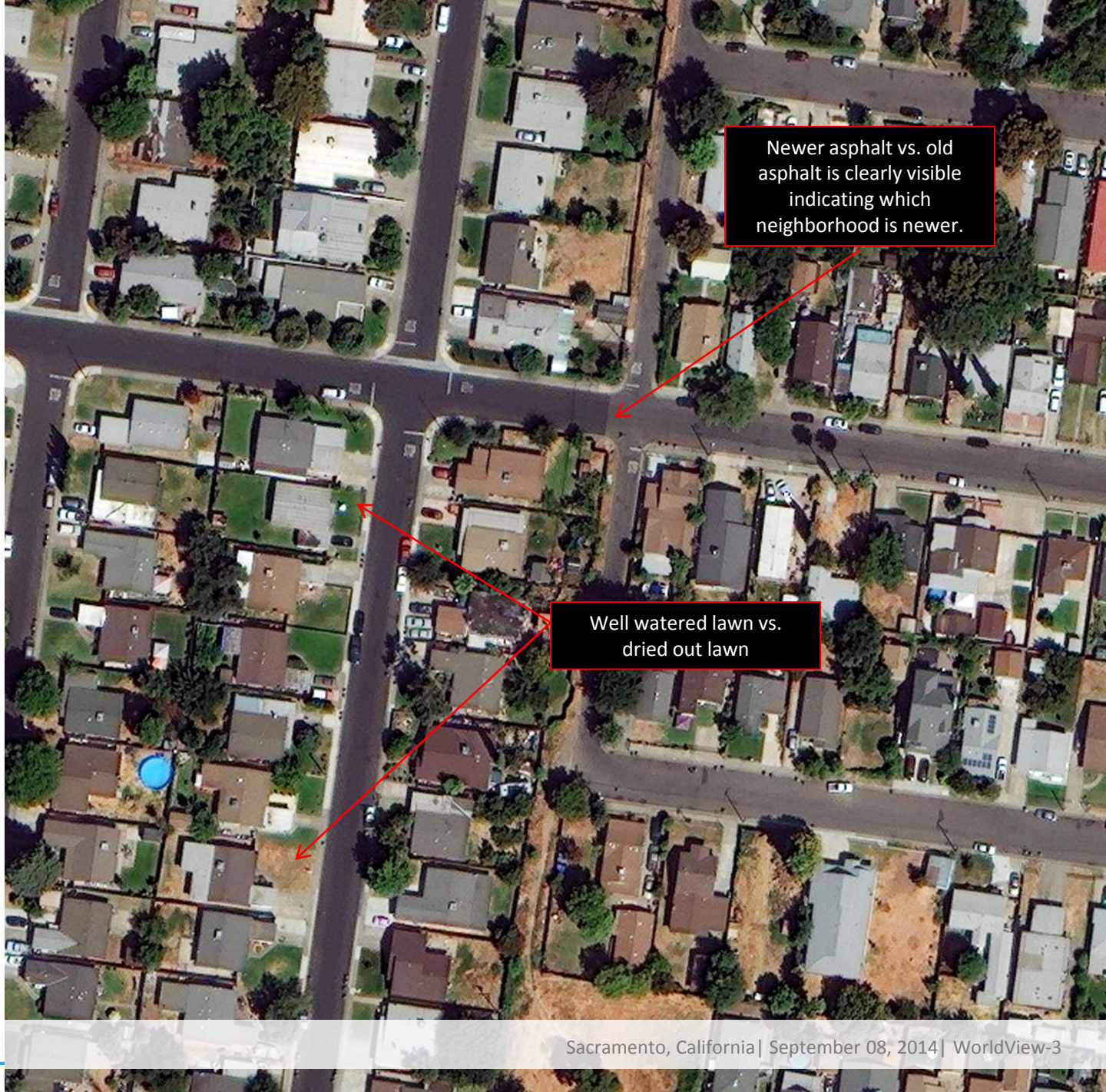
Urban planners benefit from 31cm imagery by clearly seeing where public meets private property. This aging thoroughfare is in desperate need of repair but is the only access point for the residents and businesses in this area.



The High Roller, the world's highest Ferris wheel at 550ft tall, opened earlier this year.

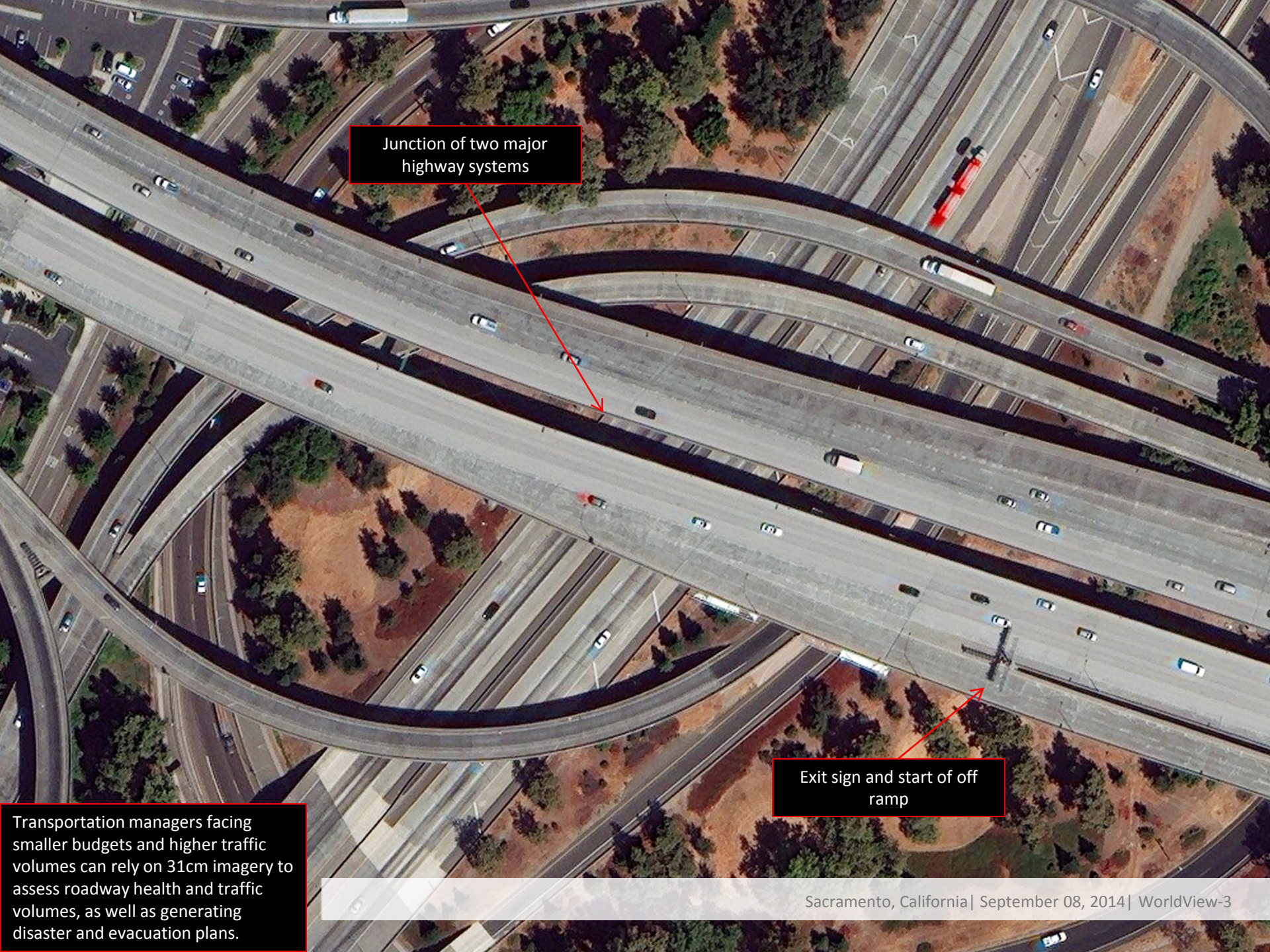


Urban water managers in California are dealing with the worst drought in state history. 31cm imagery can be used to assess compliance with state and local watering restrictions



Newer asphalt vs. old asphalt is clearly visible indicating which neighborhood is newer.

Well watered lawn vs. dried out lawn



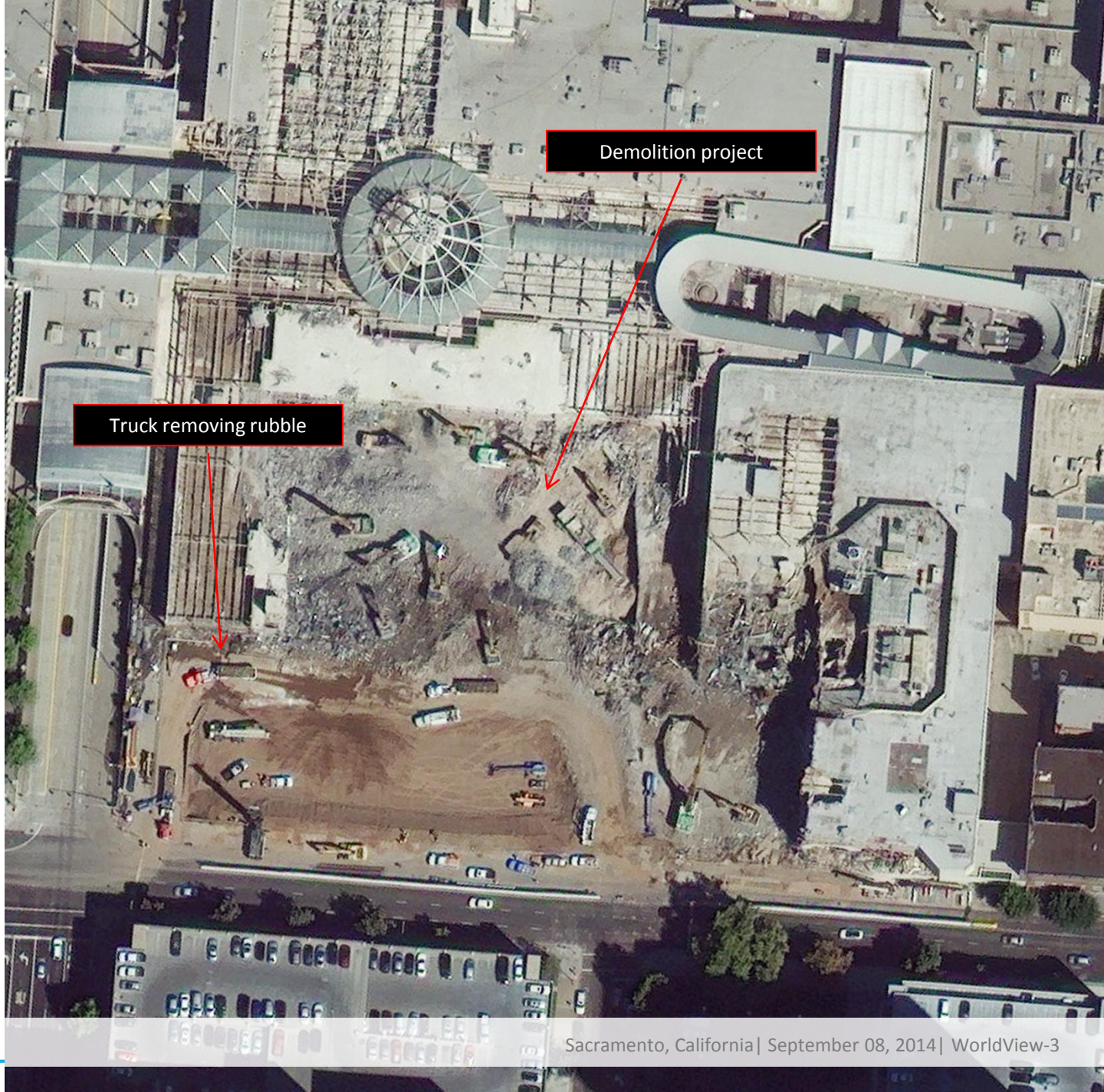
Junction of two major highway systems

Exit sign and start of off ramp

Transportation managers facing smaller budgets and higher traffic volumes can rely on 31cm imagery to assess roadway health and traffic volumes, as well as generating disaster and evacuation plans.



Complex projects such as demolition within a city center can benefit from the high detail of 31cm imagery by managing the health and safety of workers and the public, while minimizing impacts to transportation and local economy.



Demolition project

Truck removing rubble



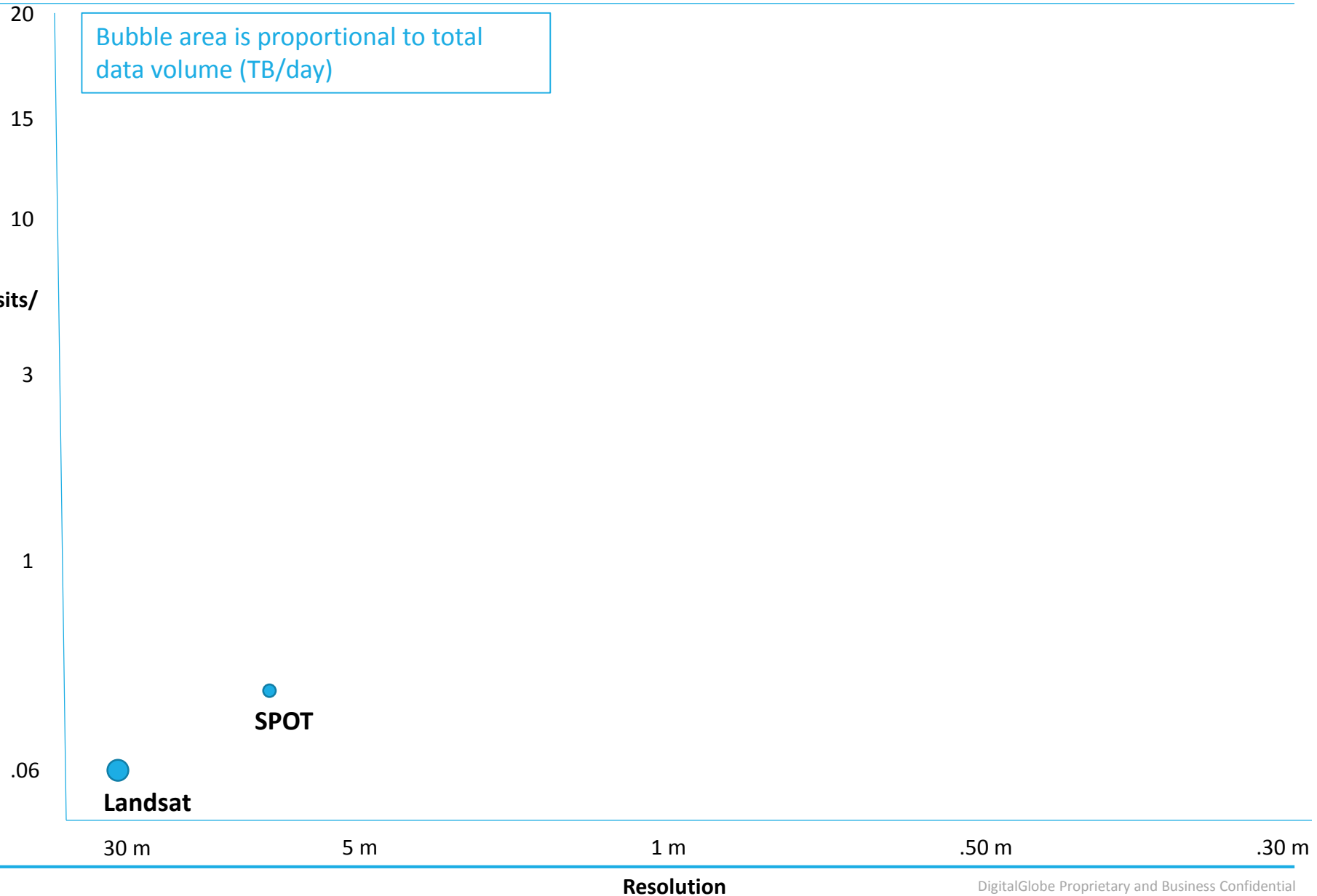
Here a water treatment facility is being expanded. With 31cm imagery city managers can perform suitability models when planning infrastructure projects that may have an impact on surrounding communities, while selecting the most cost-effective site.



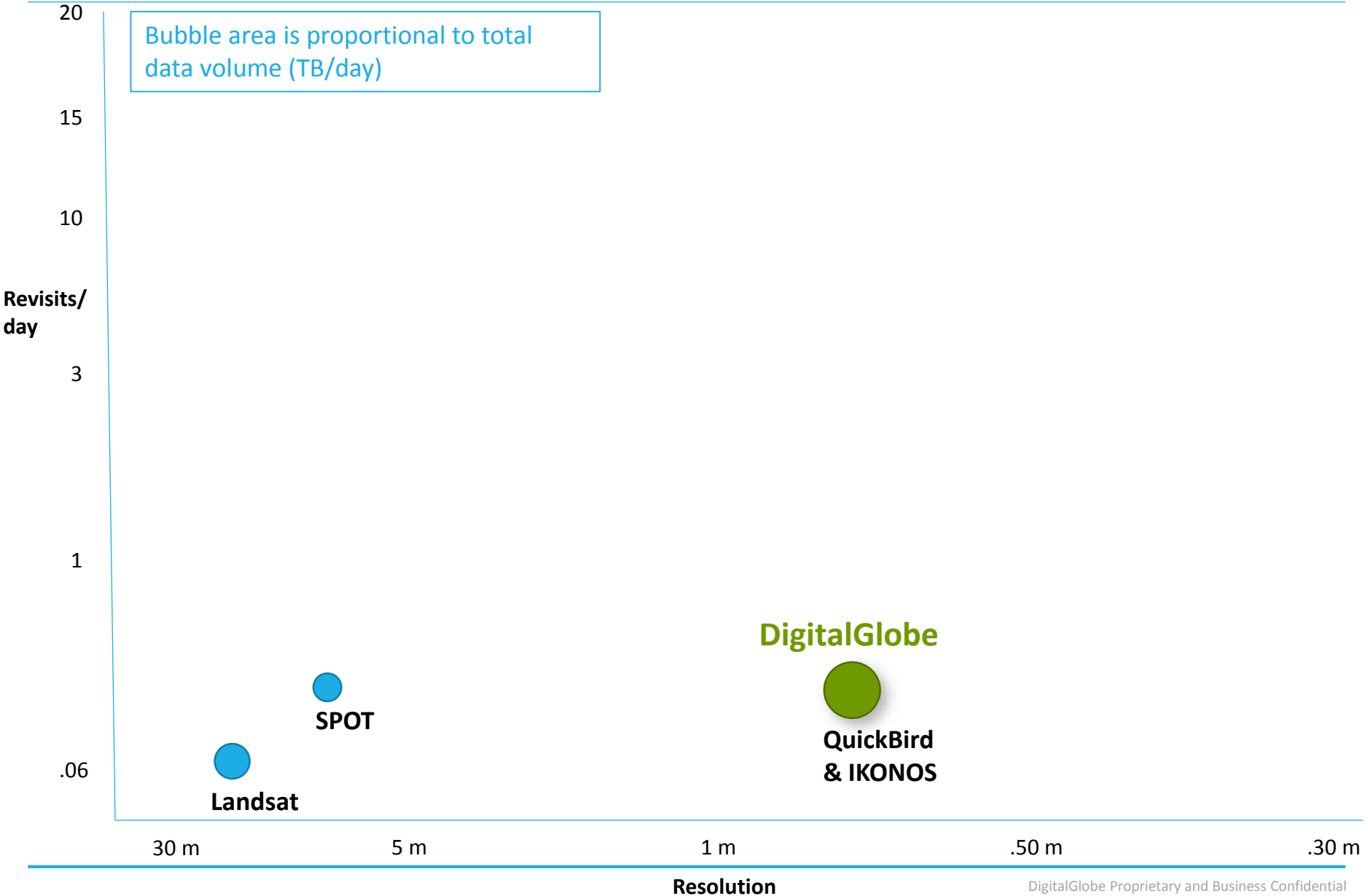


Leading Into the Future

The remote sensing industry is evolving: 1986



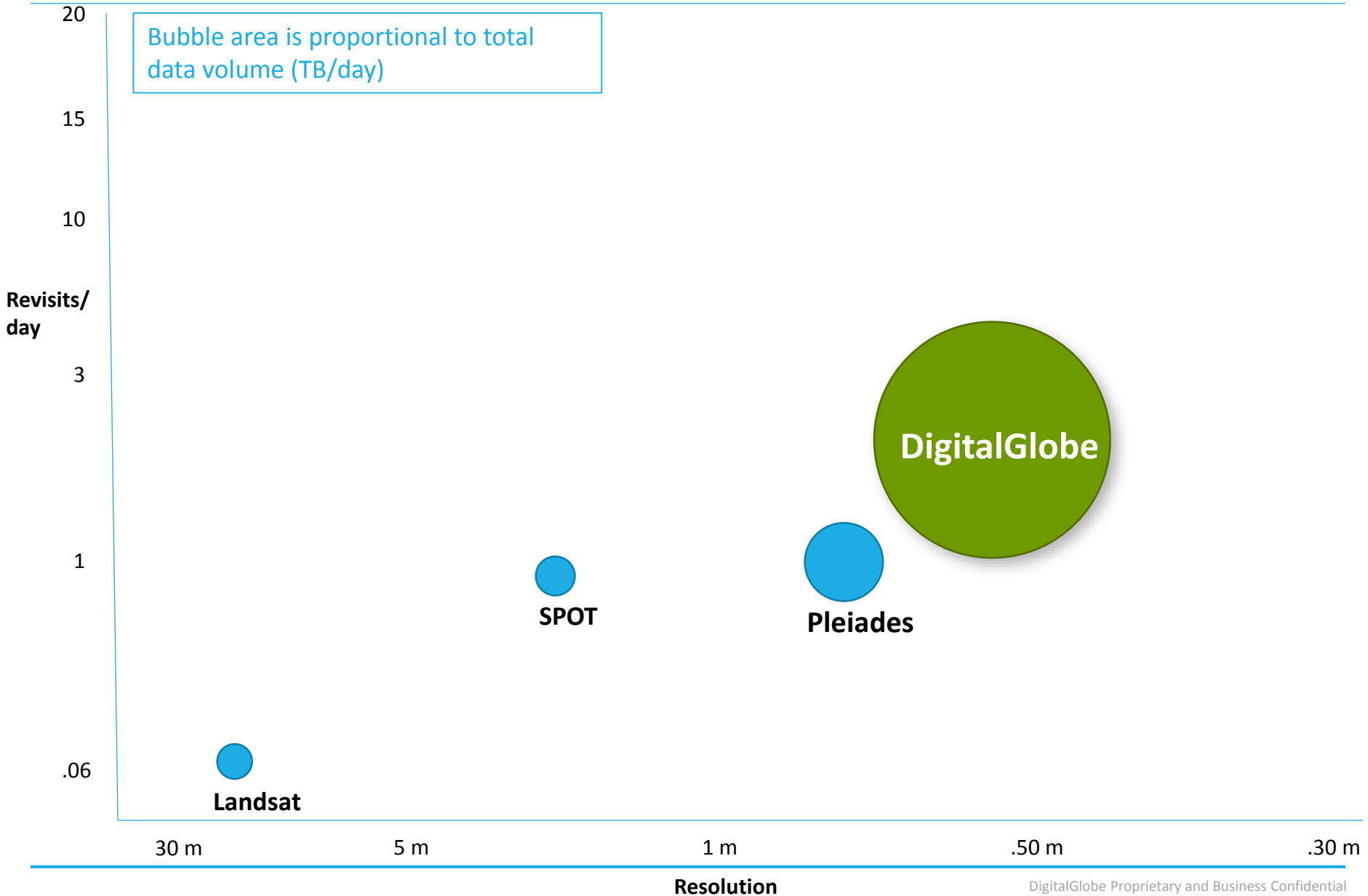
The remote sensing industry is evolving: 2001



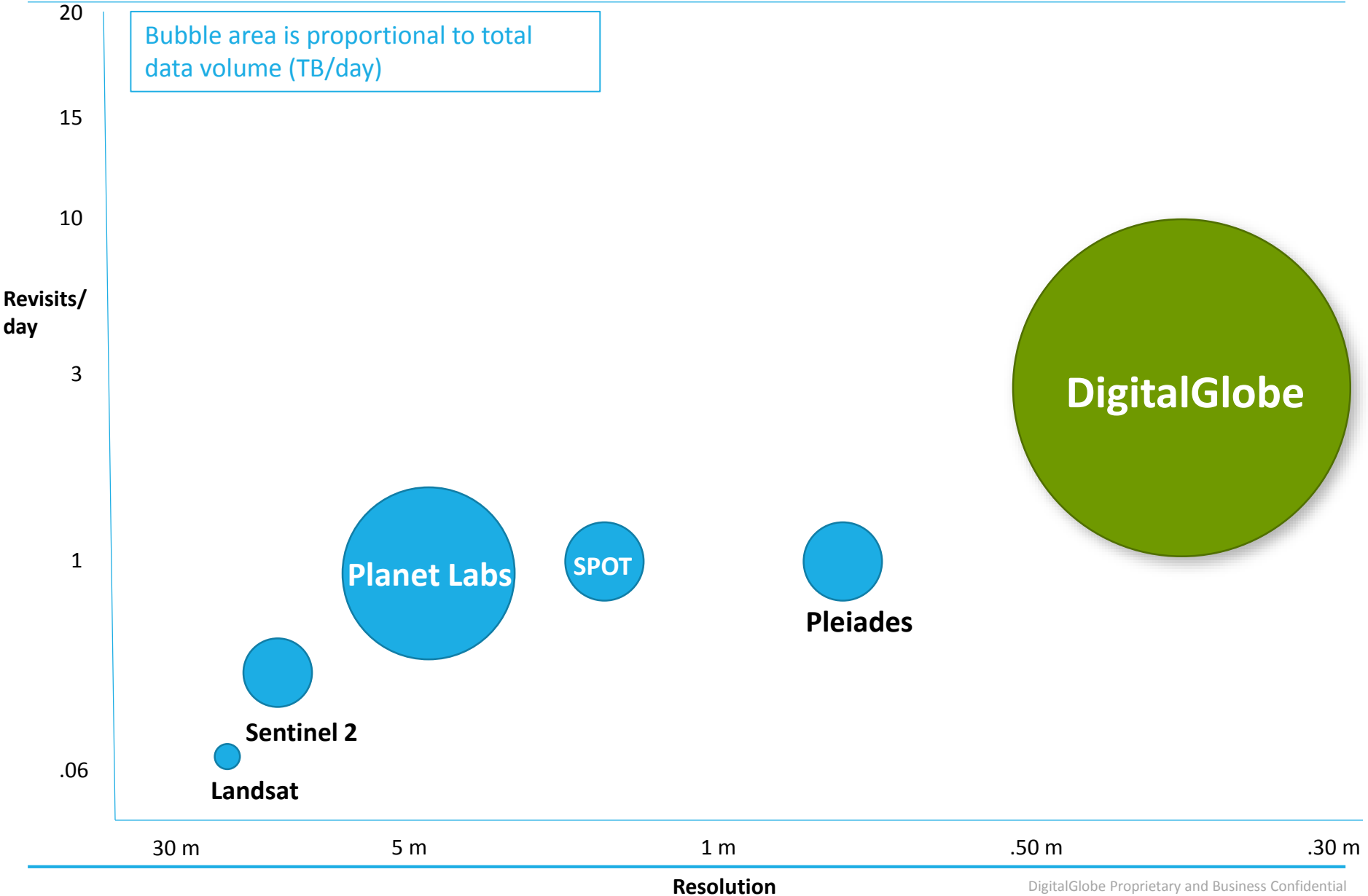
The remote sensing industry is evolving: 2012



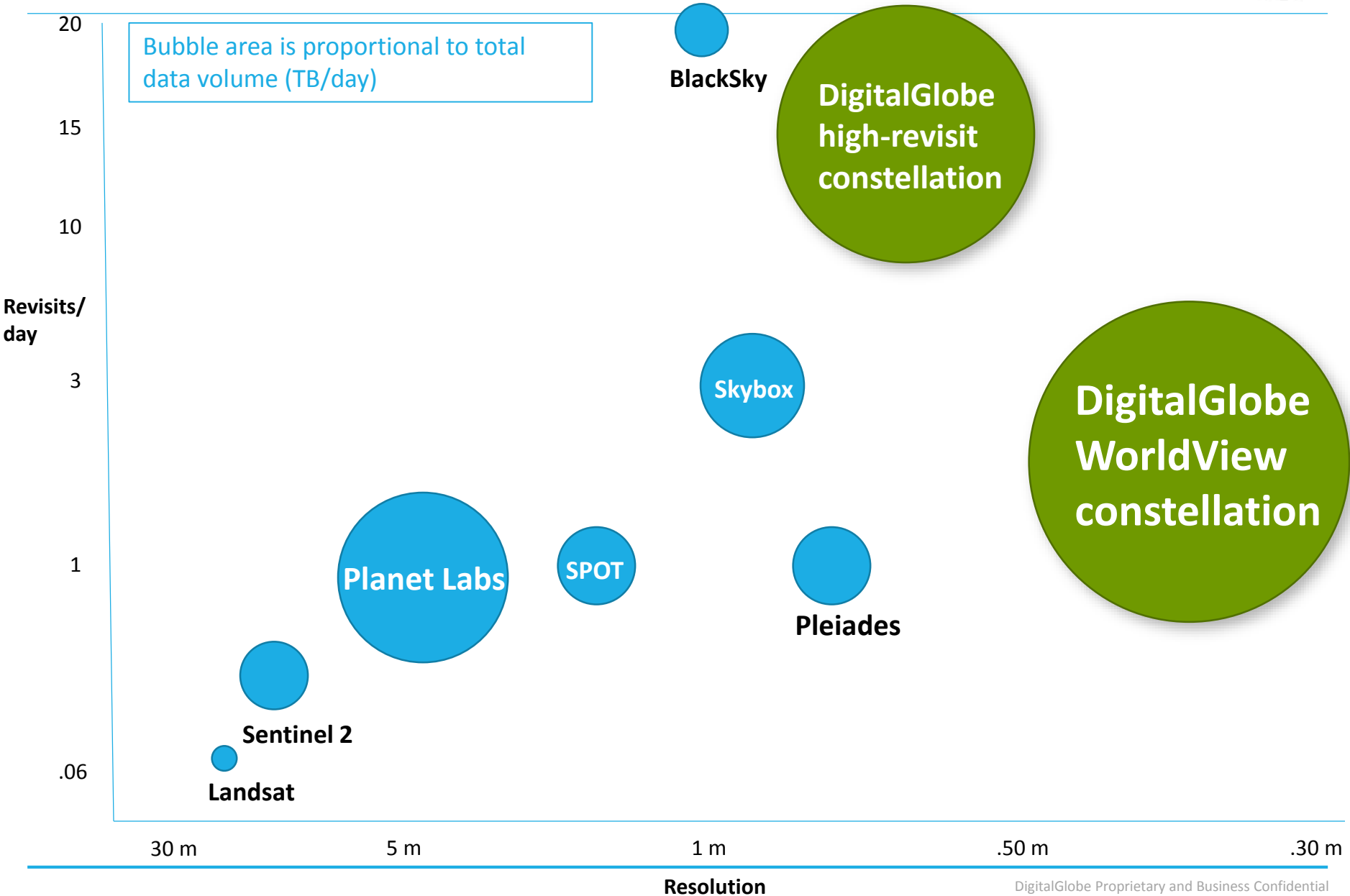
Bubble area is proportional to total data volume (TB/day)



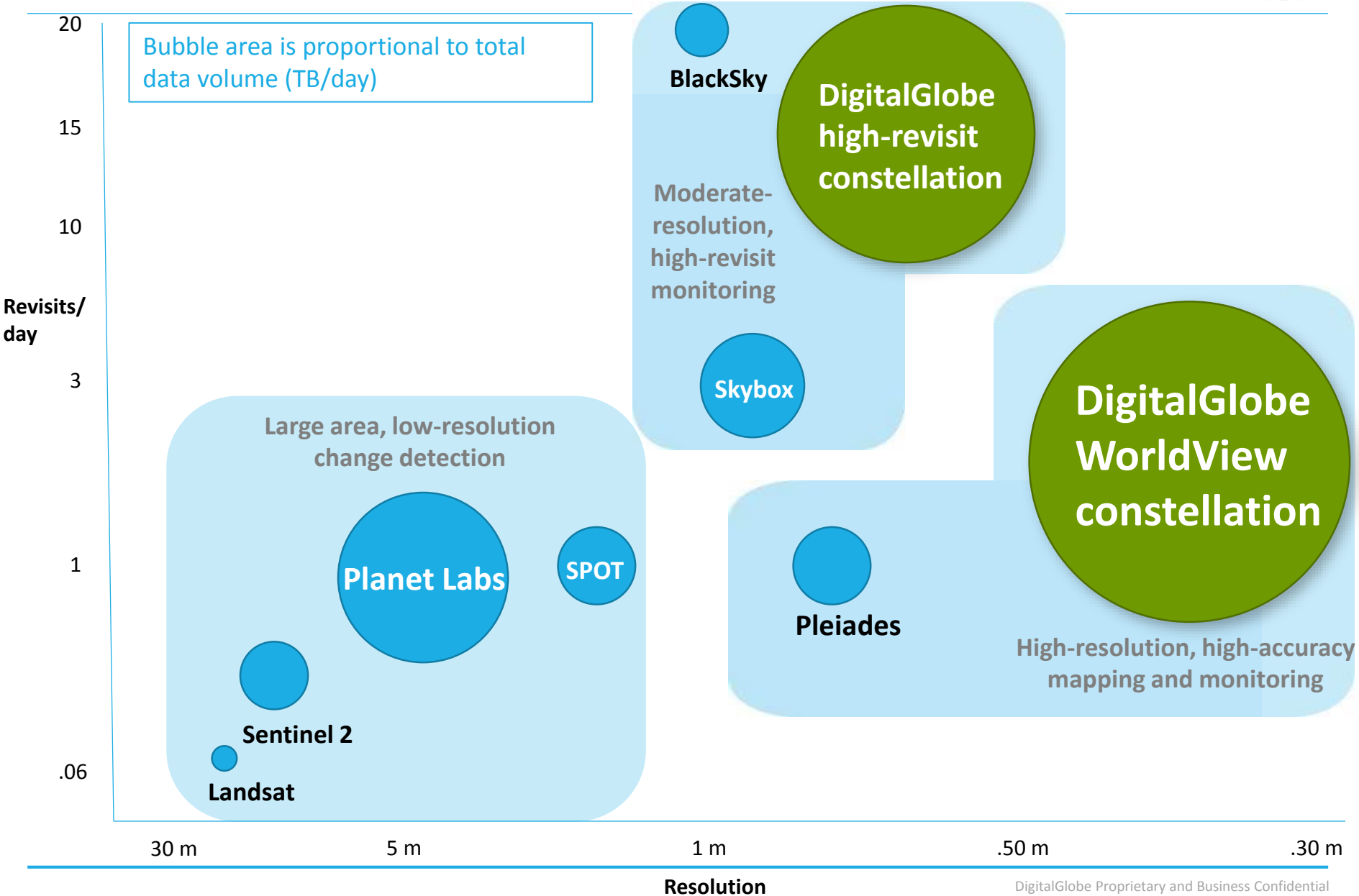
The remote sensing industry is evolving: 2017



The remote sensing industry is evolving: 2020



The remote sensing industry is evolving: 2020





80 cm resolution
40X/day

Different satellite classes are complementary



Tipping and Cueing

Find areas
of interest



Broad area
High resolution

Different satellite classes are complementary



Tipping and Cueing

Find areas
of interest

Monitor to
detect
change



Broad area
High resolution



Rapid revisit
Moderate resolution

Different satellite classes are complementary



Tipping and Cueing

Find areas
of interest

Monitor to
detect
change

Determine
if change is
significant



Broad area
High resolution



Rapid revisit
Moderate resolution



Agile, retaskable
High resolution

Different satellite classes are complementary





Answers that save
lives, resources, and time
enable you to make
decisions with *confidence*.

