



BlackBridge
Delivering the World

COMMERCIAL IMAGING AND GEOSS

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THE QUESTIONS



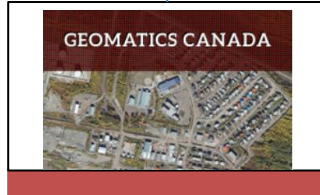
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- What are the needs of our customers?
- Trends?
- How to form a stronger alliance with GEO and the GEOSS Platform?

A PRIVATELY HELD COMPANY MANAGING A GLOBAL BUSINESS



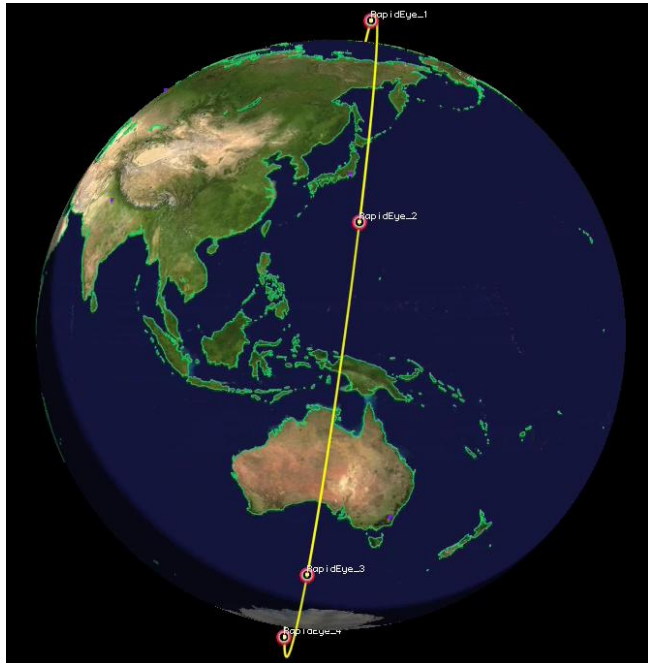
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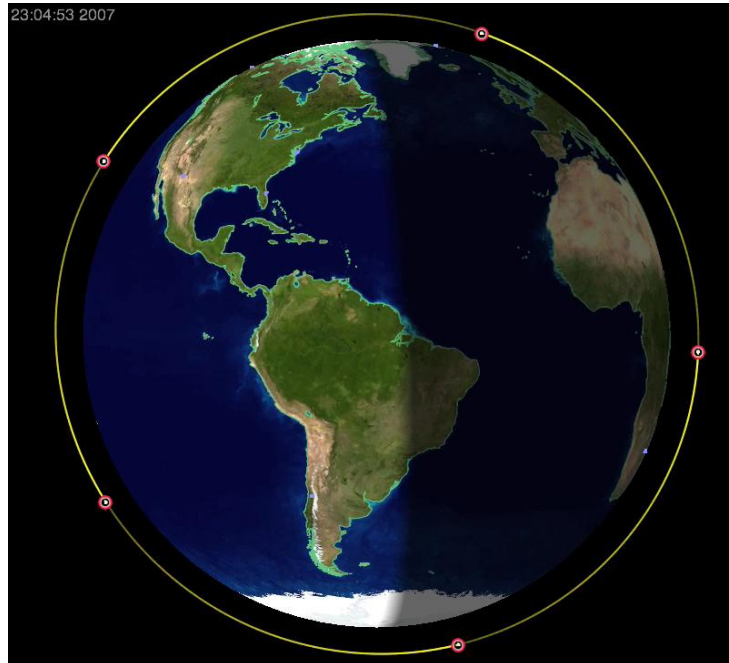
RAPIDEYE CONSTELLATION OF 5 SATELLITES, 5 M RESOLUTION, 5 BANDS



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Sun – synchronous orbit



Equally spaced in one orbital plane

SPATIAL RESOLUTION



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LANDSAT 28.5 METER



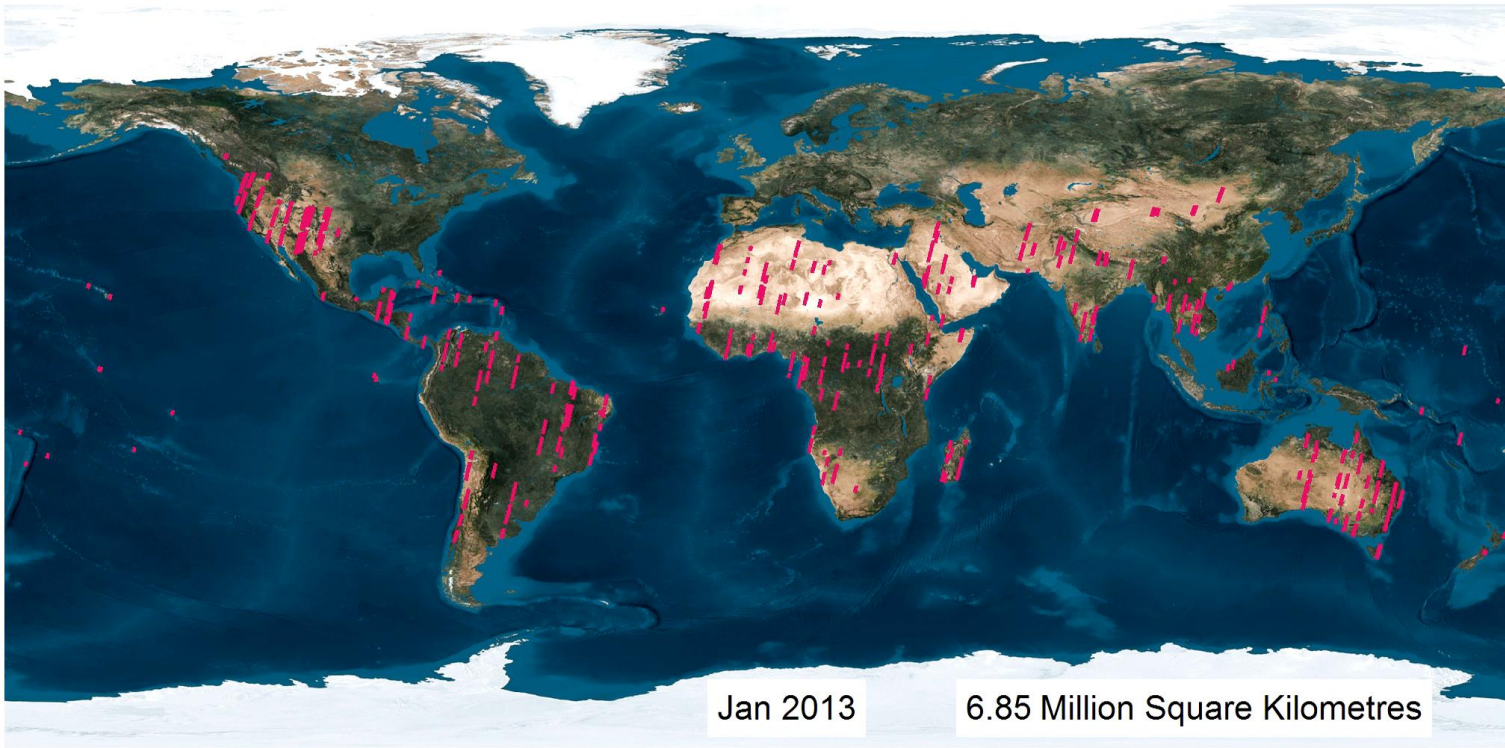
RAPIDEYE 5 METER



YEARLY COVERAGE



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GLOBAL SALES PARTNERS



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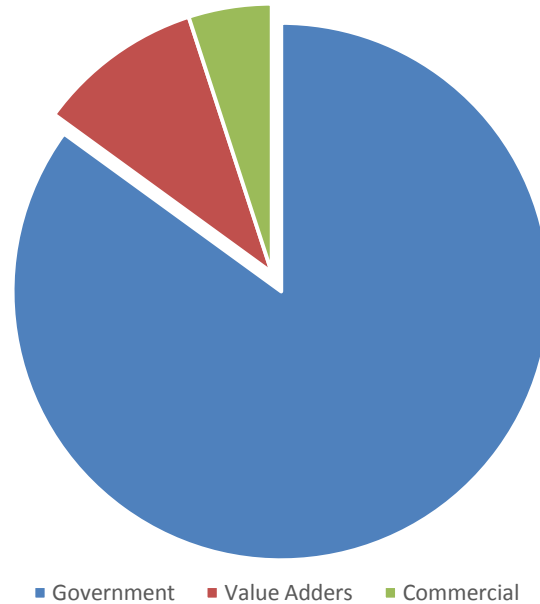


WHO BUYS OUR PRODUCTS?



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Sales Distribution (very approximate)



MARKETS WE SERVE



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MAPPING

REDD / REDD+

ENERGY &
INFRASTRUCTURE

AGRICULTURE

ENVIRONMENT

SECURITY &
EMERGENCY

FORESTRY

WHAT TYPE PROBLEMS DO OUR CUSTOMERS WANT TO SOLVE?



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- 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



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- 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



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- 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



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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