

ArcGIS is a Complete Geospatial Platform

Imagery is an Integral Component

Provides
Advanced
Imagery Tools



Web



Devices



Desktop

Online

Manages Massive
Image Collections

Server

Comes with Imagery

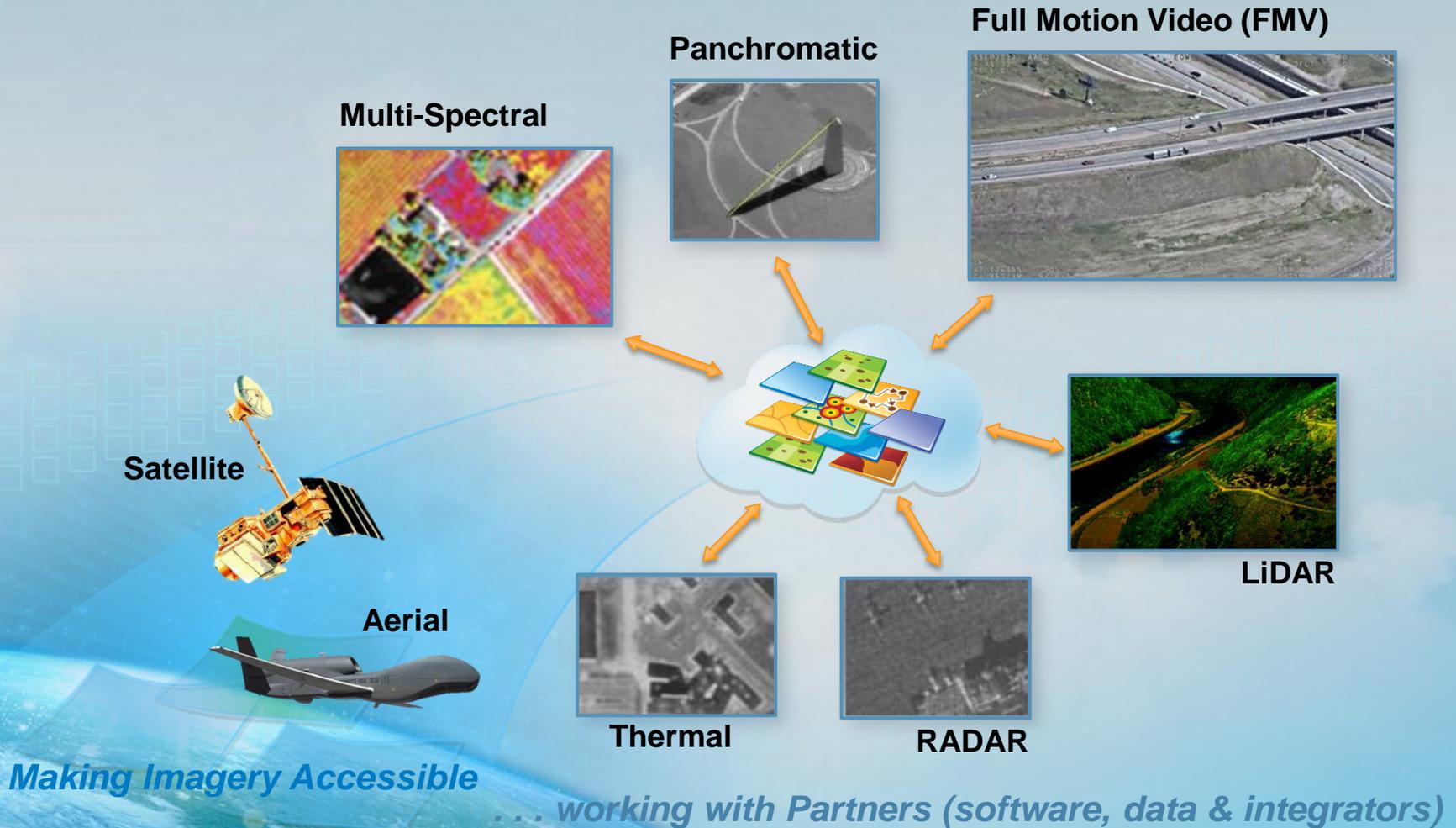


Easy, Open and Cloud Enabled . . .



Integrating All Types, Sources, and Sensors

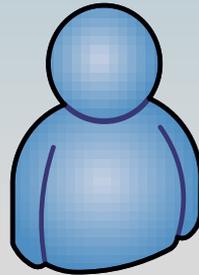
ArcGIS is a Complete Geospatial Platform



Imagery in ArcGIS is for..

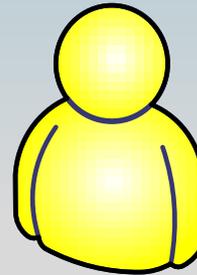
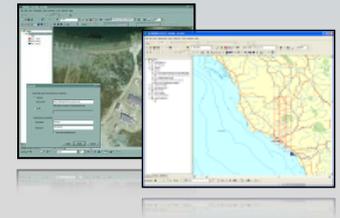
The Professional GIS User

Uses imagery – purely for visual interpretation and/or providing context



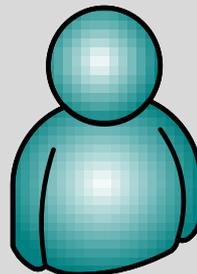
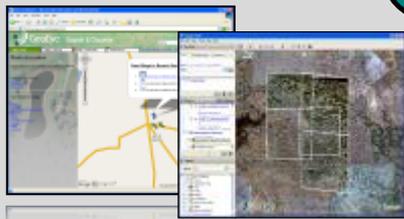
The GIS Analyst

Wants to analyze imagery products to support decision making or advanced visualization



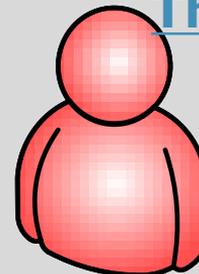
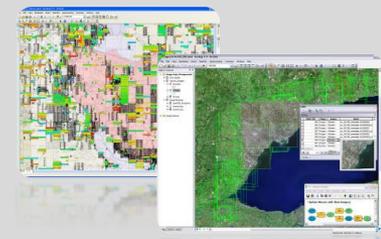
The Imagery Analyst

Perform Advanced processing and corrections to imagery to create rich derivative products from raw imagery



The Imagery Manager

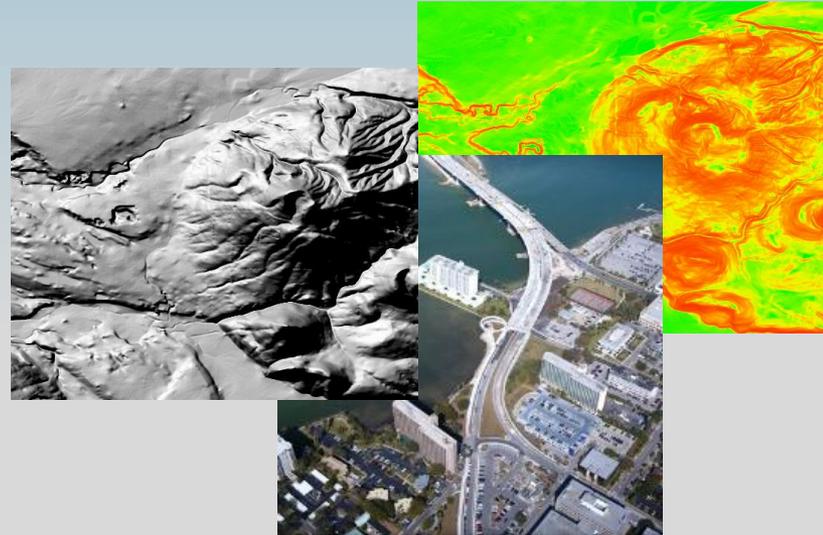
Catalog/manage and disseminate imagery holdings within the organization



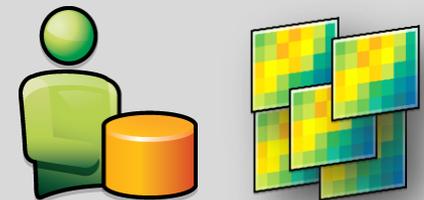
ArcGIS for Image Management

Storage, Catalog, Metadata & Process

- The user's expectations
 - I want my imagery on demand
 - Wherever
 - Whenever
 - However
 - Make it easy



- The Image Managers' expectations
 - I am concerned with
 - Security
 - Scalability
 - Functionality
 - Reliability

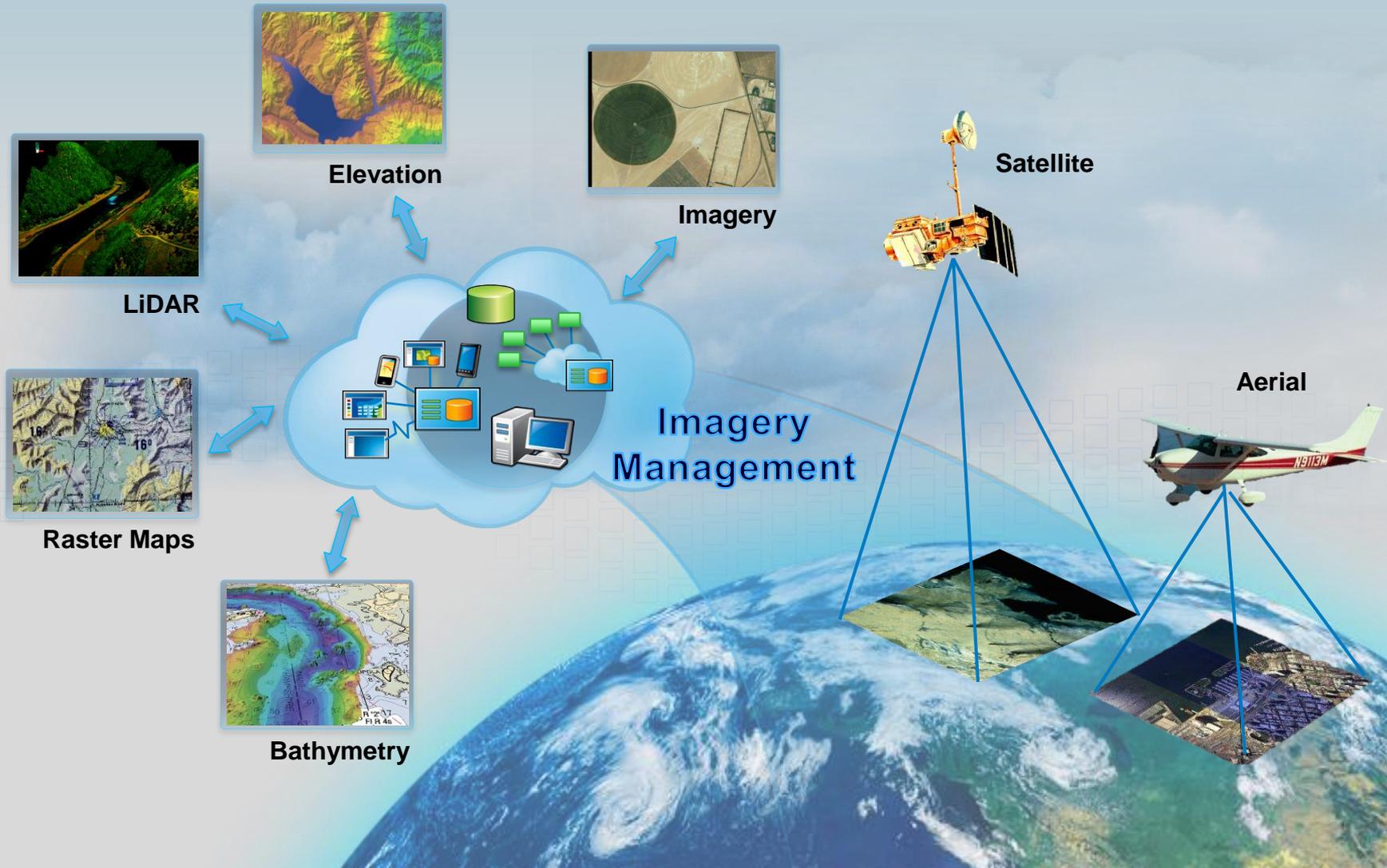


ArcGIS Comes with Imagery



It All Starts With Content

ArcGIS is a Platform for Managing and Delivering Raster Based Content



ArcGIS Comes With Imagery

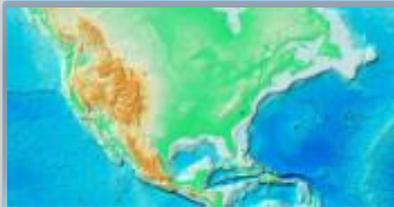
- Esri Curated

World Imagery



World Landsat GLS

Landsat Natural View



World Elevation / Terrain



Landsat8

- From ArcGIS Users
- From Imagery Providers

Global Imagery

World Imagery Basemap

- Project Scope
 - 50 million sq. km. of imagery
 - Select “Best Of” 2 million IKONOS scene archive
 - Select -> Ortho -> Color Balance -> Mosaic -> Cache to Basemap
- 300k scenes processed and growing
- Total Raw Data = 152 TB

Esri is hosting imagery using ArcGIS 10 & 10.1...

Global Imagery

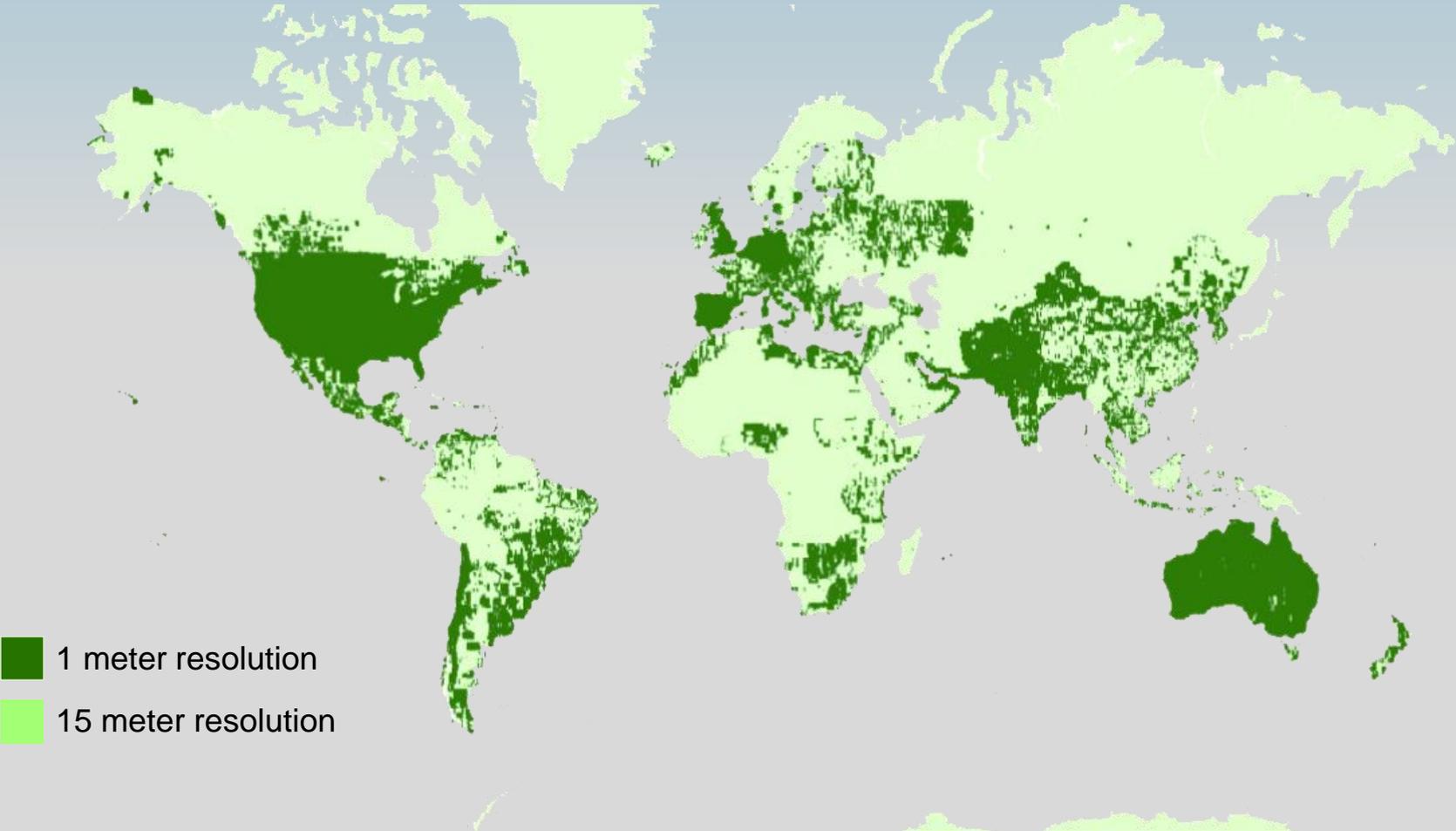
World Imagery Basemap

- High-performance visualization
- Recent updates
 - United States (DG 0.3m)
- In progress updates
 - Western Europe (DG 0.6m)
 - Other (DG 1m)
- Select Community Provided Imagery
 - Switzerland, Liechtenstein, Cities in USA and Canada
 - more coming (e.g. Denmark)



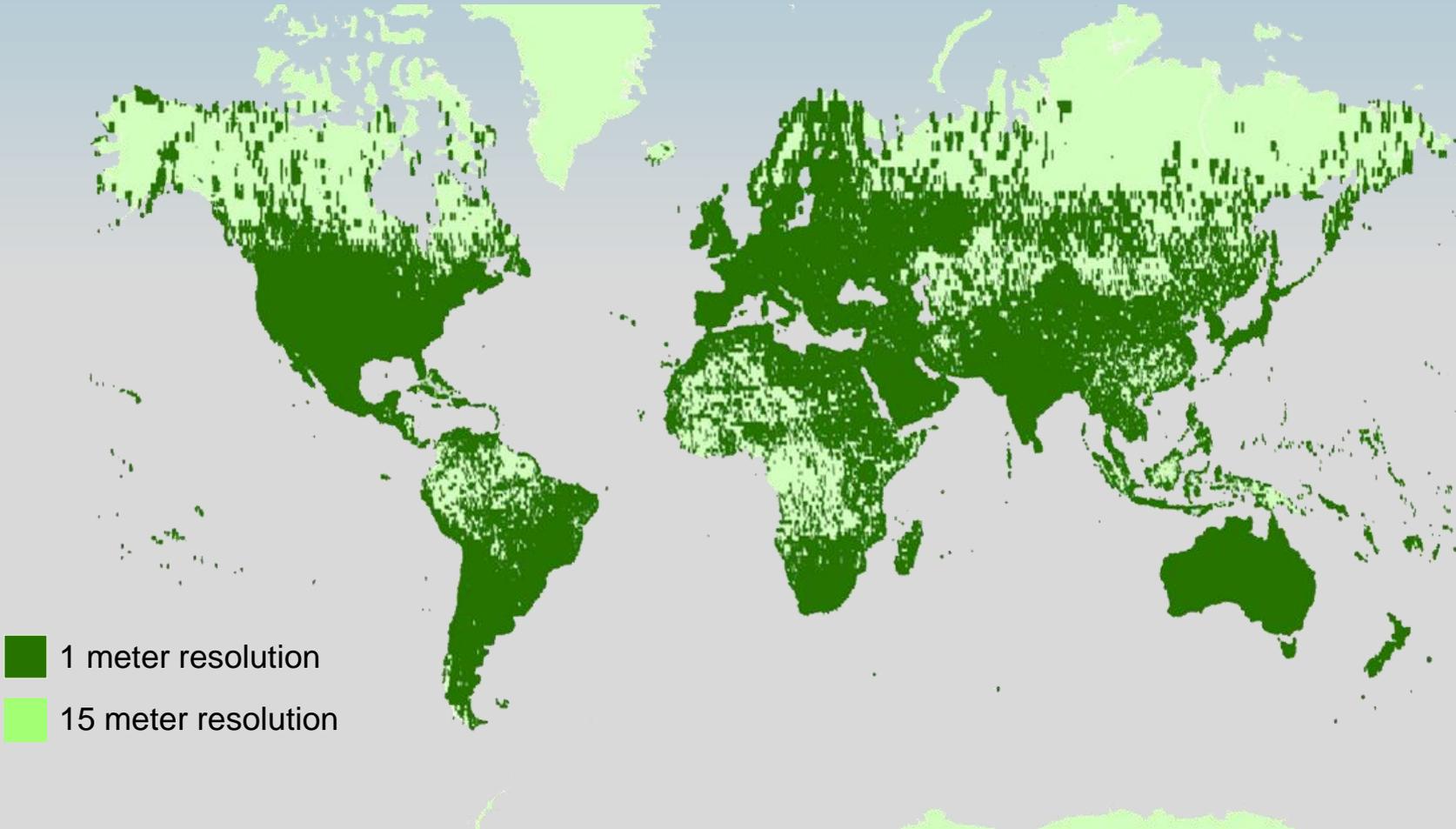
Global Imagery

World Imagery Basemap Coverage - Summer 2012



Global Imagery

World Imagery Basemap Coverage - Summer 2013



Partner Imagery

Subscription Based

- Bing Maps (requires your Bing key)
- Premium services through Esri Marketplace for ArcGIS organizational account subscribers
 - Digital Globe
 - Global Basemap (“best off – most current”)
 - Multispectral (8-band 50cm)
 - FirstLook (before/after event imagery)
 - RapidEye
 - Multispectral (5m)
 - More Coming...

Premium Imagery Content

Digital Globe



Global Basemap



FirstLook



Multispectral

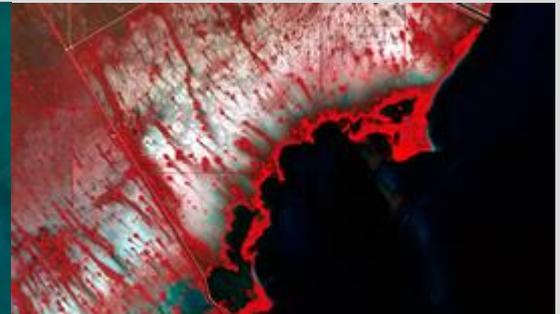
RapidEye



Mosaic



Living Image Basemap

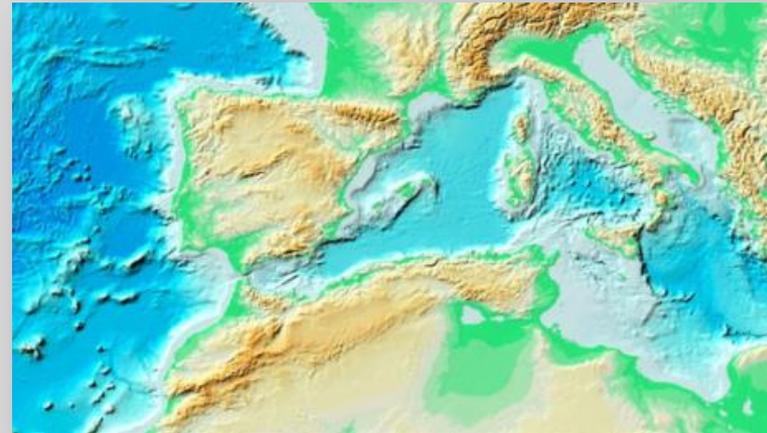


Living Image Multispectral

More coming!

Elevation

- Traditionally:
 - Search, Download, Manage, Process
 - Visualize, Analyze locally
- With World Elevations Services:
 - Directly Access & Use
 - Visualize
 - Use Analysis Tools (Soon)
- Uses ArcGIS for Server and mosaic datasets



5 Key Concepts

Rasters – Separate but one

Point to vs. moving the files

Make smart use of metadata

Only process what's needed

Make Imagery Ubiquitous

Esri Imagery Solutions

Significantly Improves
performance and ability to
manage imagery