



VEXCEL
DATA PROGRAM

Geospatial Information as a Service

Robert Carroll, Vexcel Data VP Product
April 21, 2021

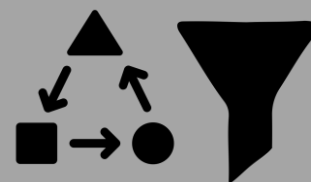


What is Geospatial Information-as-a-Service?

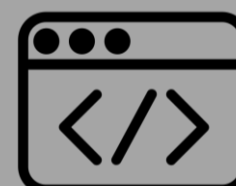
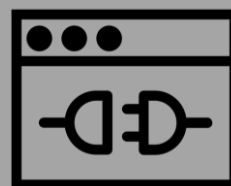
Data Tier: Imagery/Vector



Data Abstraction: Transform/Filter



Delivery: APIs and Map Services



Adoption Drivers

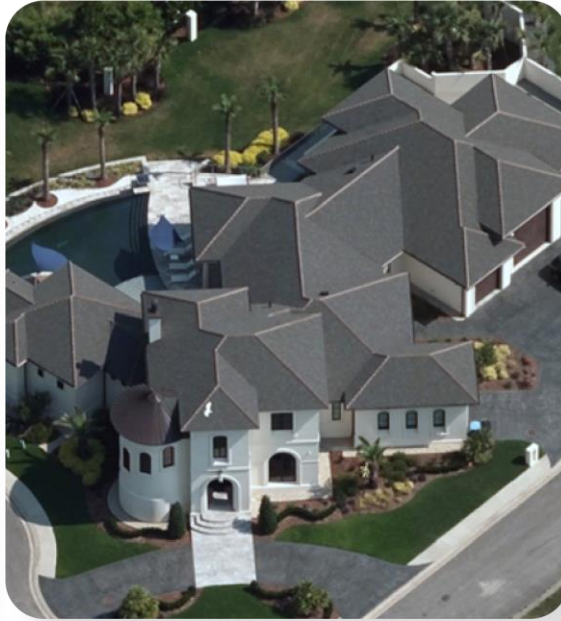
- Increase in broadband access
- Increase in COTS Geographic Information sources
- Standardization of API and Map Services
- User organizations looking to streamline data access, costs
- Previously unavailable richer datasets available

VDP Geospatial Data Content



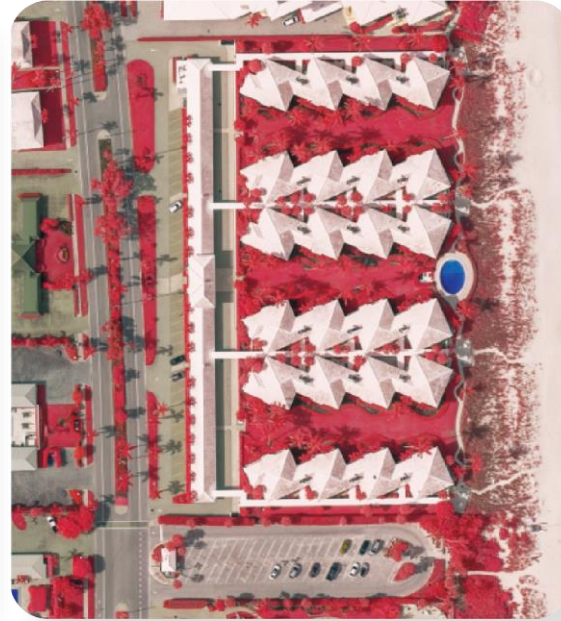
True Ortho Imagery

- Straight-down aerial view of buildings and parcels.
- Insight for rooftops and property surroundings



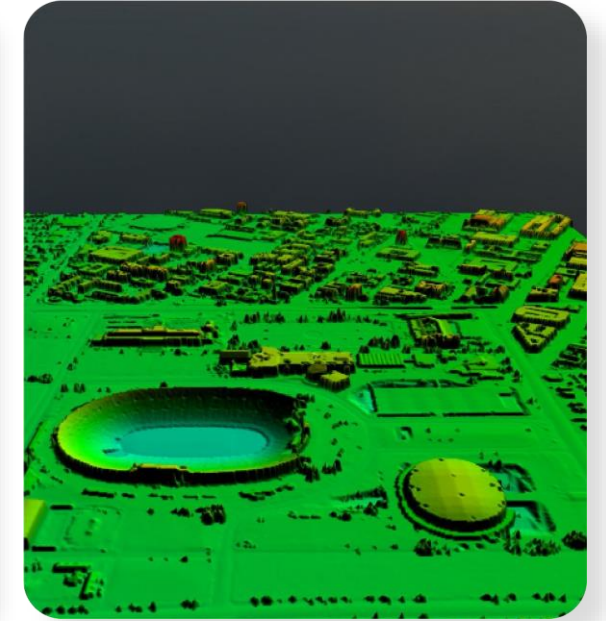
Oblique Imagery

- Collected at a 45° perspective
- Detailed view of all sides of properties



Multispectral Imagery

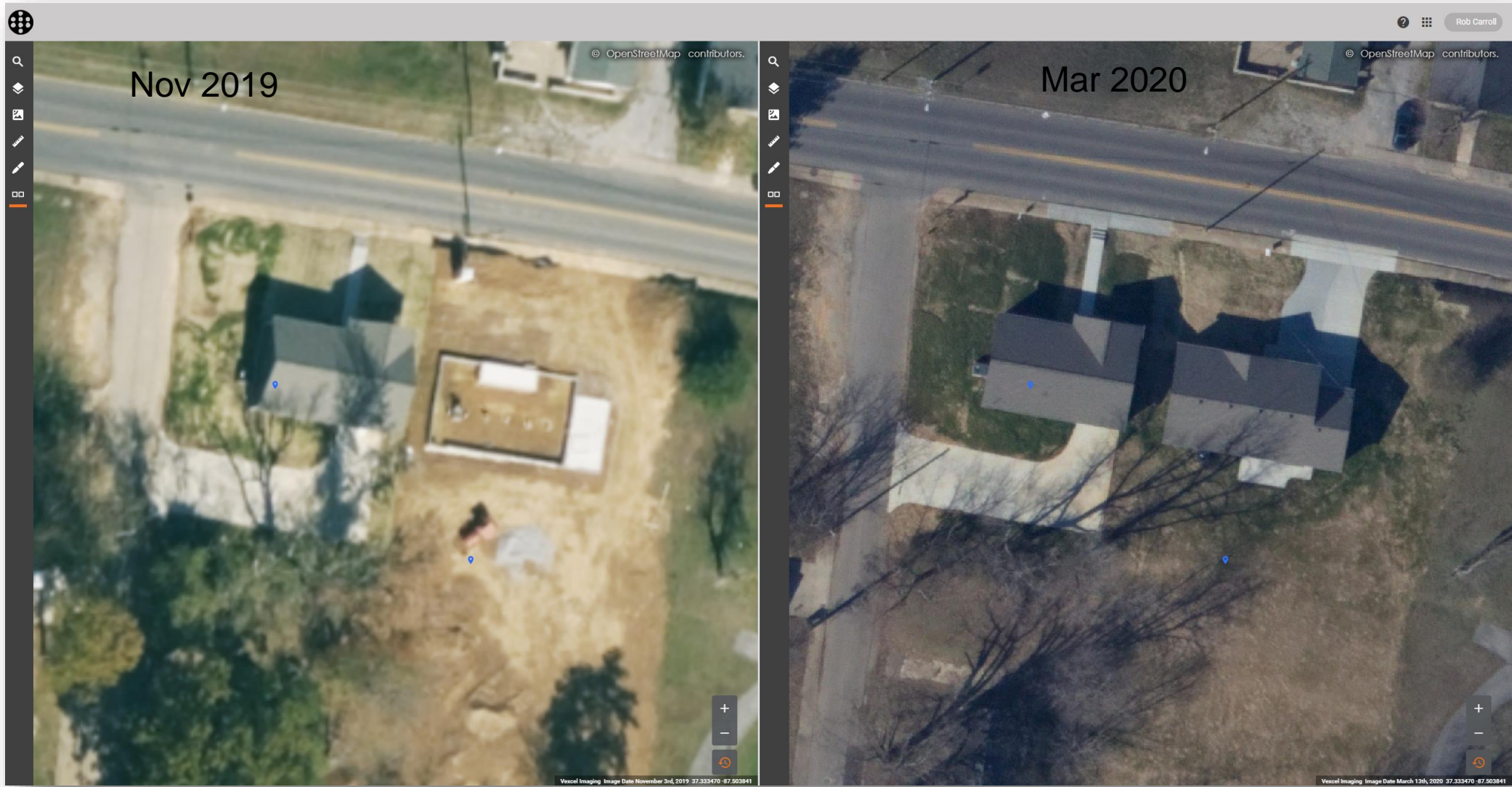
- Near-infrared channel on camera sensors
- Optimal for classification on vegetation and fire risk



Digital Surface Imagery

- Reflect the buildings and objects above the 3D-like points at 7.5cm better visualization of properties

Frequent Content Refresh



4-Band Imagery/Color Near Infrared (CIR)



Classified Features



Gray Sky Disaster Response

- Rapid access to high-resolution imagery and data after disaster events.



An EF-3 tornado tore through large swaths of Jefferson County in Alabama, Feb 2021

Access for Government Agencies

- Sign up for activation notifications by state or nationwide
- Request complimentary access for events impacting your organization
- Available to federal, state, and local government and select NGOs for use with response and recovery activities.
- <https://gic.org/first-responders>


ALERT: Imagery from the tornado in Brunswick County, NC has been collected and will be available soon. [Contact Us](#)

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Disaster Imagery

Use aerial imagery to help with response and recovery efforts



Get access to aerial imagery that is timely, accurate, and clear to improve emergency response

In the aftermath of a hurricane, tornado, or wildfire, emergency managers and government agencies need situational information to help aid in their recovery and response efforts. The GIC is proud to offer post-disaster aerial imagery—at no cost or obligation—to those agencies who are critical in addressing the impact of a natural disaster.

BENEFITS FOR EMERGENCY MANAGERS, FIRST RESPONDERS & AGENCIES

- Get access within 24 hours of disaster imagery collection
- View clear and accurate location content to quickly evaluate ground conditions
- Plan and coordinate response efforts remotely—and safely—with reliable geospatial data

Please fill in the form below to be added to our Gray Sky program notifications and receive further information on how to access imagery when available.


Email*

First name* Last name*

Organization name*

Gray Sky Area of Interest*

☐ I agree to receive GIC communications, and I understand and agree to the [Privacy Policy](#) and [Terms of Use](#).

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Vexcel Group is the official operations partner of the GIC.
Vexcel Group provides the most accurate, consistent aerial imagery and geospatial data in the world. Vexcel Group provides rich geospatial data using best-in-class cameras and sensor technology, via a fleet of fixed-wing aircraft. Vexcel delivers the most accurate, consistent aerial imagery and geospatial data in the world.

VEXCEL IMAGING [www.vexcel.com](#)

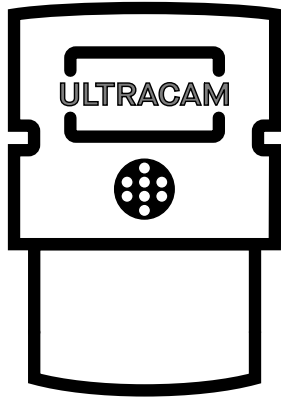
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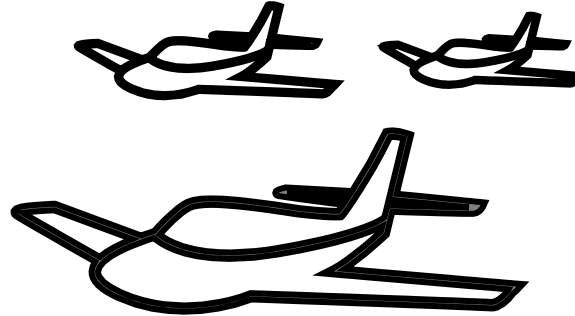
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Vexcel Background



Aerial Imagery Sensors

- World-leader in large format aerial cameras
- UltraCam Condor, Eagle, Falcon, Osprey
- UltraMap Photogrammetric processing
- Founded 1992, Boulder, CO
- Part of Microsoft (Bing Maps) from 2006-2016



Aerial Survey & Photogrammetric Mapping

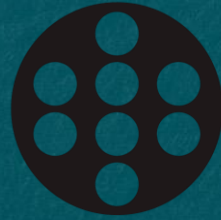
- Keystone Aerial Surveys, founded 1963
- Based in Philadelphia.
- Hubs Maryland, Texas, Colorado, Nevada, and California
- Largest fleet of aerial survey aircraft, pilots, aviation mechanics, and camera operators
- Aerial imagery and lidar collection



Geospatial Data Content

- Vexcel Data Program started in 2017
- National coverage for CONUS
- Dedicated fleet and camera systems through East and West Coast hubs
- VDP aerial imagery ("Blue Sky") ortho and oblique coverage frequently refreshed
- Post-disaster aerial imagery ("Gray Sky") online within hours
- Available through industry-standard services and common endpoints.

THANK YOU



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