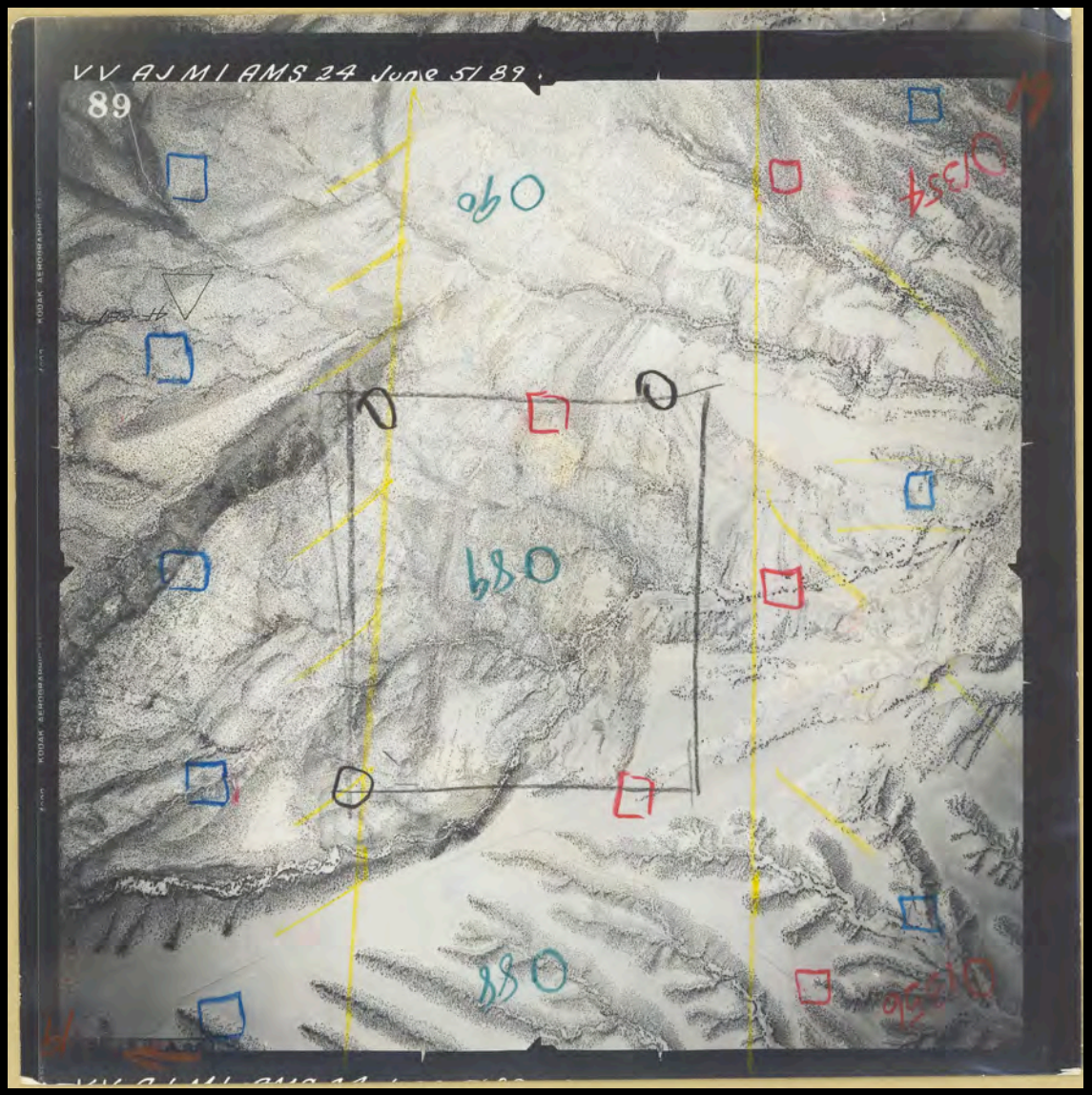
Google Earth through a Keyhole

John Cloud

NOAA Central Library

Fort Huachuca, Arizona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TOP SECRET

Google Earth intervista a Silvia Earle e John Hanke

Google Ocean


John Hanke
Director, Google Earth

The Roots of Google Earth

2001: Keyhole Corporation founded in Mountain View, California. Develops Keyhole Markup Language (KML), etc.

2003:Keyhole develops EarthSystem™

2004: Google purchases Keyhole Corporation, creates Google Earth

Keyhole Corporation Cached

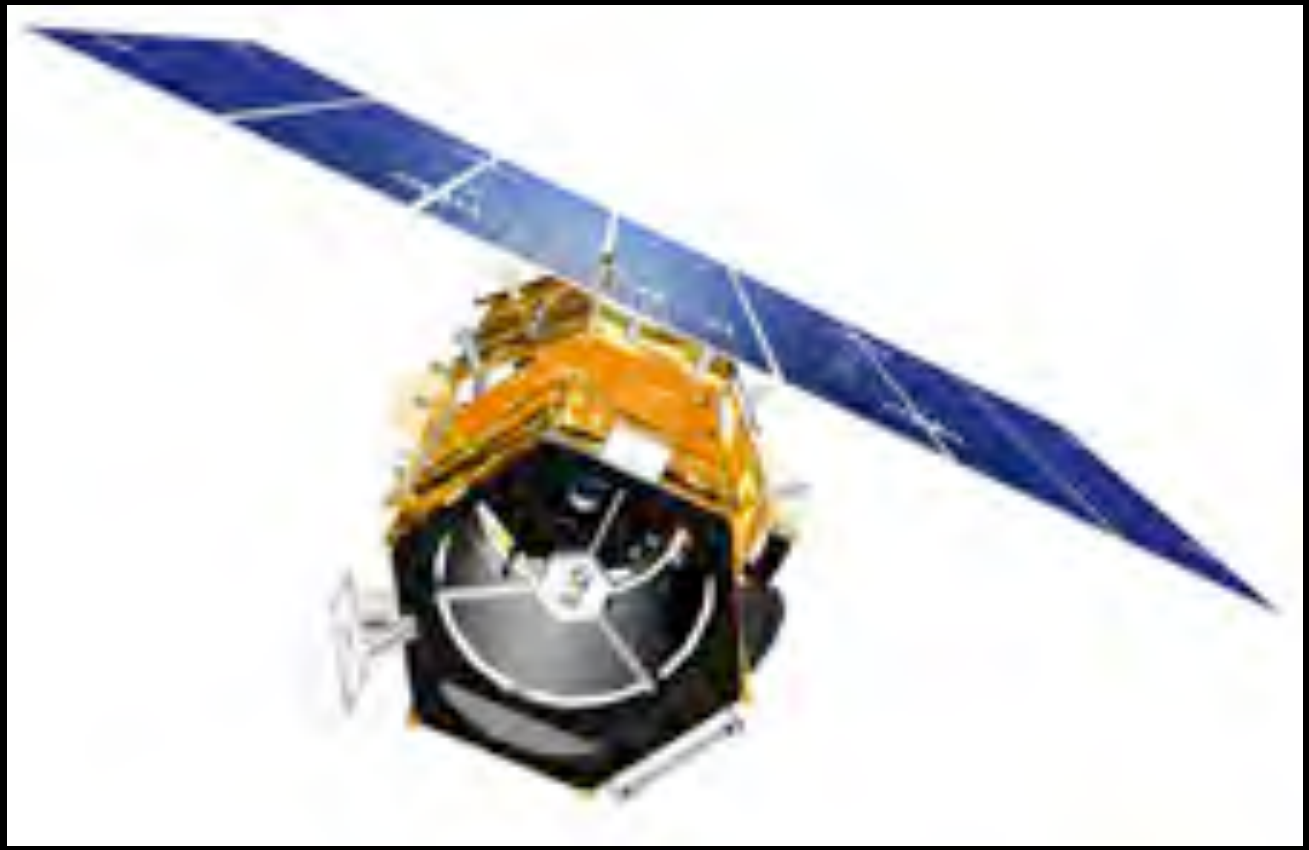
John Hanke, CEO: "…John has a BA in Plan II from the University of Texas in Austin. After graduation he worked in foreign affairs for the U.S. Government in Washington, DC and Southeast Asia…"

"In June, 2003, Keyhole further defined its leadership position with funding from In-Q-Tel and deployment by NIMA, one of the most prominent users of earth imagery and information."

In-Q-Tel

- “In-Q-Tel is a private, independent, enterprise funded by the CIA. Launched in 1999, In-Q-Tel's mission is to identify and invest in companies developing cutting-edge information technologies that serve United States national security interests”

GeoEye-1



Customer Order Ranking

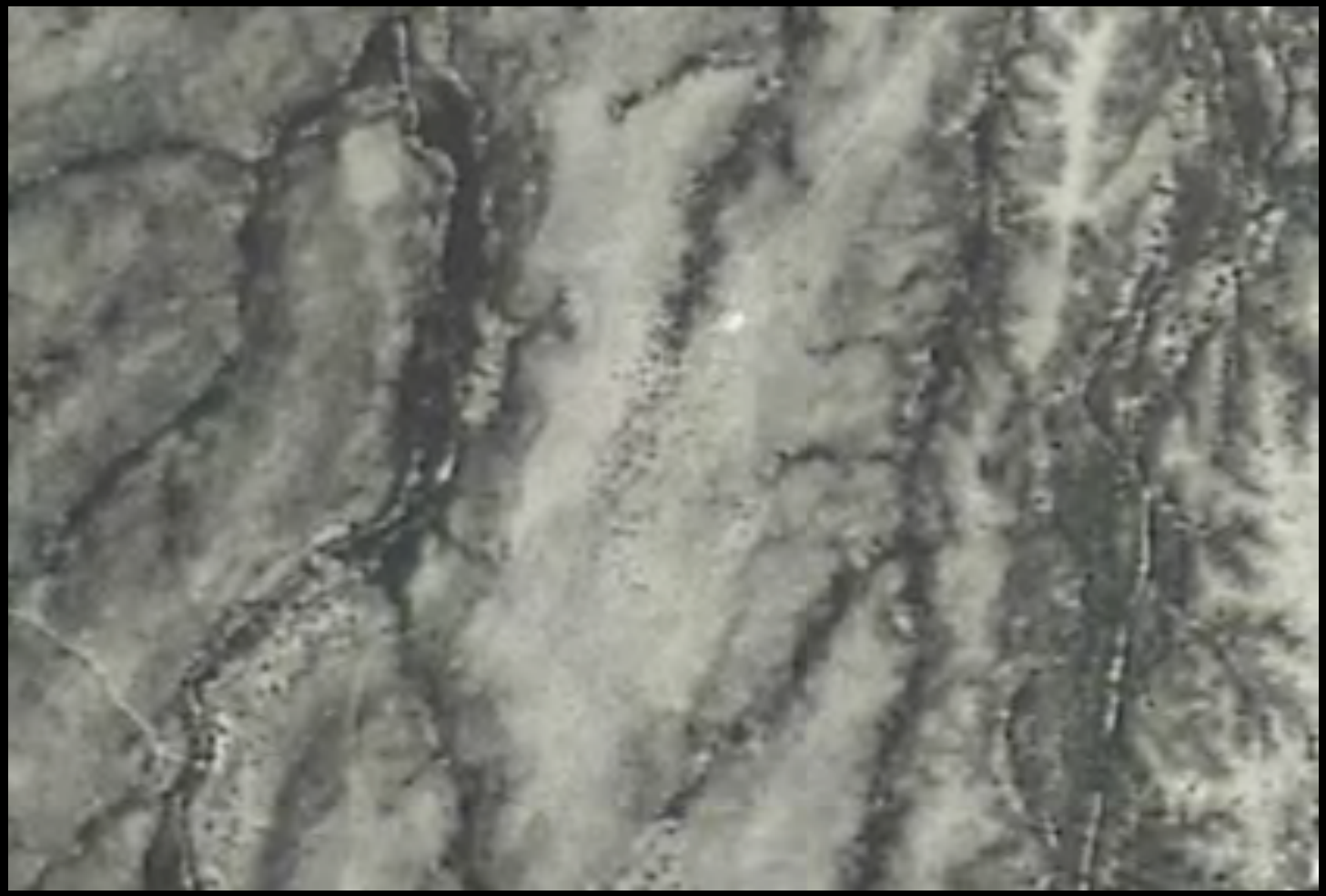
" We sell imagery and geospatial products to the U.S. and foreign governments, oil and gas companies, mining companies, mapping search engines, insurance and real estate companies, and to state and local governments, so they can update maps, do urban planning, monitor crops, help with disaster relief and many other things…" --Matthew O'Connell, CEO GeoEye

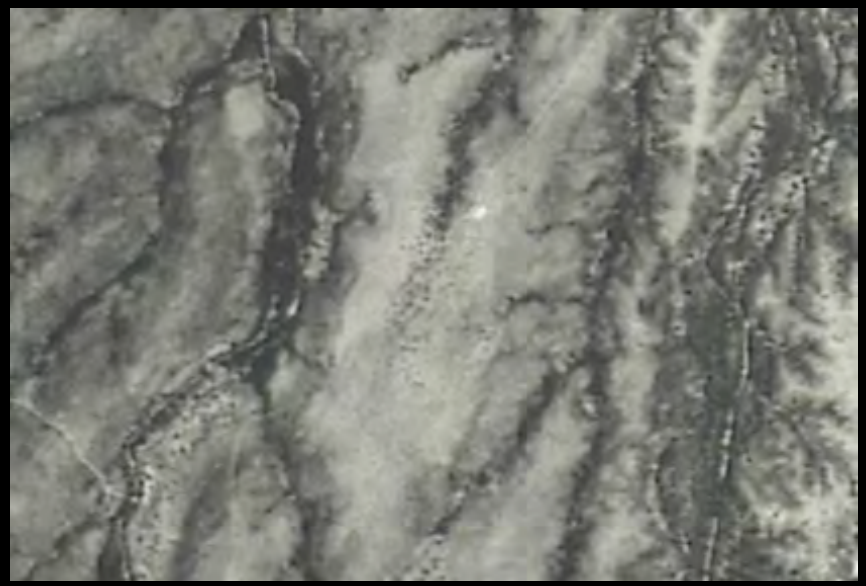
7.

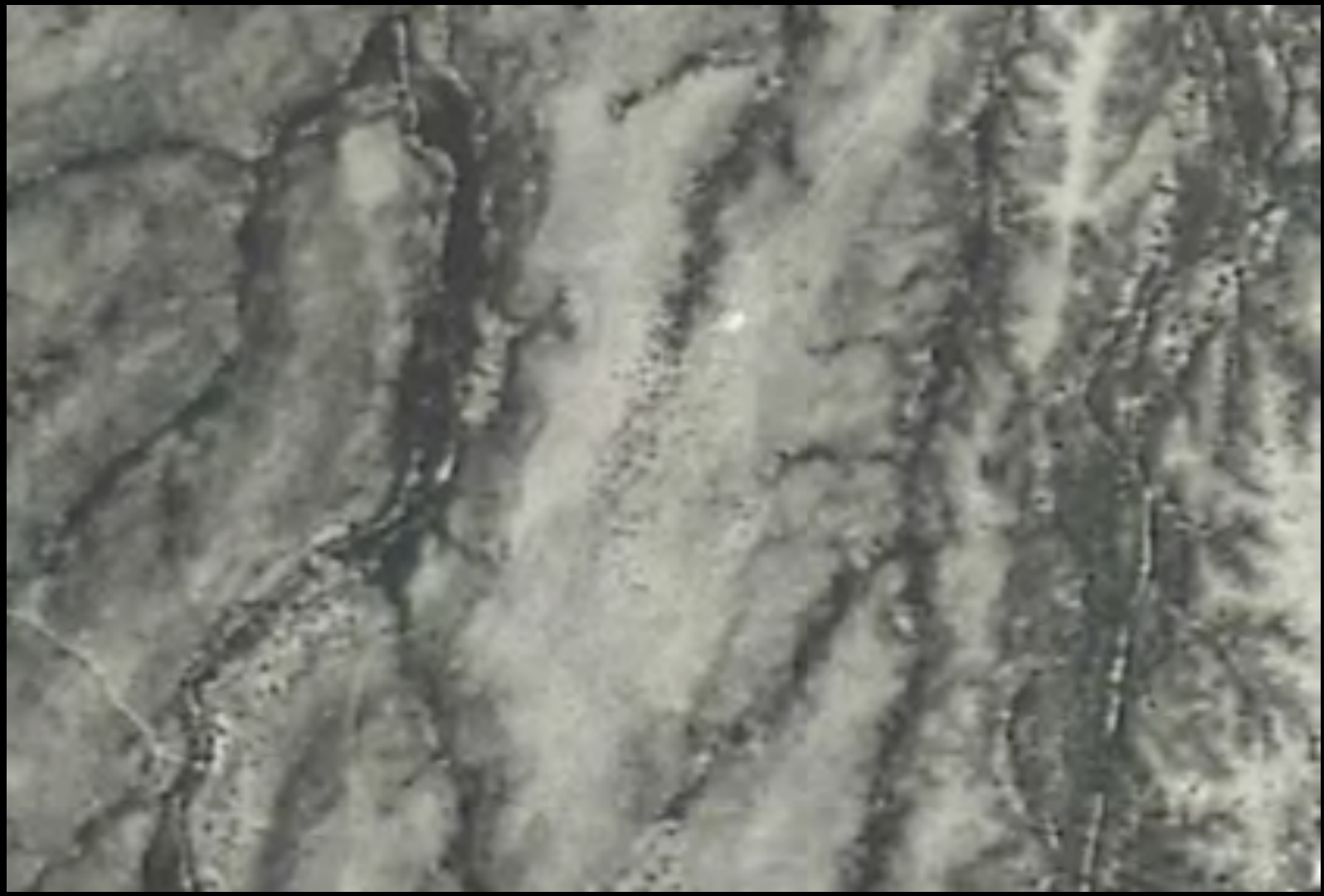
BEAM IT DOWN

The set can capture an area the size of Texas every day. It downloads encrypted images to the ground stations 40 times a day over radio waves. Once GeoEye combines the strips into full images, they are sent to buyers including Google Earth and countries with limited or no surveillance satellites, as well as the government's National Geospatial-Intelligence Agency, which is GeoEye's primary customer.


3.
GET INTO POSITION
GeoEye-1 is the first non-military satellite to use military-grade GPS units, highly accurate devices that tell the satellite exactly where it is in the sky. Two star trackers calibrate the camera's location and angle based on known star coordinates. Combined, these systems can pinpoint an object's position on the ground within nine feet, 1.5 times as accurate as previous satellites.







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