The Earth to Business Company

V Konferencja Naukowo-Techniczna
ZASTOSOWANIA TECHNIK OBSERWACJI ZIEMI
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Oprogramowania ERDAS i eCognition

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Iryna Wetzel – sales manager EE
ERDAS: Right Here, Right Now

• ERDAS is a geospatial software company providing integrated remote sensing, photogrammetry and enterprise solutions

• We have over 30 years of experience serving organizations that need to understand the Earth’s changing landscape

• Some of the industries we serve include Defense, Photogrammetric Data Production, Forestry, Earth Observation, Education, Oil and Gas, Disaster Emergency Management and Water Resource Management, NMA, etc.
ERDAS Vision

• ERDAS – The Earth to Business Company – helps organizations harness the information of the changing earth for greater advantage.

• We create Geospatial Business Systems that transform our earth’s data into business information, enabling individuals, businesses and public agencies to quickly access, manage, process and share that information from anywhere.

• With deep industry expertise in imagery and understanding of geospatial data, our solutions and people help businesses identify ways to reduce costs and create new revenue-generating opportunities.
ERDAS u Hrvatskoj

1978
Osnovan ERDAS, Inc.

2009
GISDATA, Zagreb

2010
ERGIS, Zagreb

Vekom, Beograd
WHAT is happening in the market?
Trends in Geospatial Industry
Bringing Information To Consumers

- Satellite-conscious
- Imagery-conscious
- Spatially-conscious
- Picture-conscious

1,000,000’s
Many users who are new to mapping

100,000’s
Saturated

Large Multinational Companies
Location Based Services
Search Engines

1,000,000,000’s

Defense and Intel

1,000’s

Search Engines

Many users who are new to mapping

Picture-conscious

Spatially-conscious

Imagery-conscious

Satellite-conscious

# of end-users
Lifecycle of Geo-Information

The Changing Earth:
- Drives demand for information
- Drives demand for data
- Drives demand for sensors
- Drives demand for software

Request is Made
Search Performed; Data Not Available
Produce or Buy New Data
The Web

Desktop Software
Server Software

Data Producers
Data/IT Managers
Users & Consumers

Sensors
Satellite; Airborne; Terrestrial

Environmental Projects/Engineering Projects/Construction Projects
ERDAS Response

The same organization uses desktop, server, web and mobile technologies.

The Earth Changes – Information Required

ERDAS IMAGINE
LPS

ERDAS APOLLO
ERDAS ADE

Search Performed; Data Not Available

Request is Made

ArcGIS users, web users, mobile users

The Web

Desktop Software

Server Software

Produce or Buy New Data

Sensors
Satellite; Airborne; Terrestrial
The Geospatial Information Value Chain

Data

Capture Source Content

Geospatial Data

Author

Produce and Sell Data

Manage

Connect

OGC, ISO and IT Interoperability

Deliver

Decision Support Business Systems

Information

Buy and Consume Information

Increased Value of Information

Value Chain
Trends in Geospatial Industry

• Number of EO Satellites will Double by 2015
  - Collection capacity 3x

• Digital Aerial Imagery Market now Mature

• Oblique Imagery Ubiquitous

• Tremendous Growth in LiDAR

• Introduction of Terrestrial Laser Scanning

• Management of Data #1 Challenge
High Level Business Drivers

- **Change**
  - The earth changes; therefore we need new maps

- **Quality**
  - Reliable decisions require *high fidelity* content and information

- **Timely Delivery**
  - The rapid delivery and presentation of information is required to drive decision making process

- **Connected Systems**
  - Organizations need to have tightly integrated systems that seamlessly interoperate with a broad range of technologies from various vendors
ERDAS Product Outlook
Products

Annualized Releases

• ERDAS is committed to two product releases each year:
  • Minor Release (Spring)
  • Major Release (Fall)

• These releases include new versions of all existing products, including:
  • ERDAS IMAGINE
  • LPS
  • ERDAS ER Mapper
  • ERDAS Extensions for ArcGIS
  • ERDAS ADE
  • ERDAS APOLLO
  • ERDAS TITAN Client

• In addition, new products are also released at this time
Products
2010 Software Release

• ERDAS IMAGINE 2010
  - Intuitive & improved workflows with new ribbon interface
  - Geoprocessing from the desktop to the server
  - Native support for CAD data in IMAGINE
  - Improved batch processing
  - Consolidated mosaic workflow

• LPS 2010
  - New Automated Terrain Extraction solution (eATE -> 10.1)

• ERDAS APOLLO 2010
  - Improved performance
  - Consolidated catalog experience
  - On-demand geoprocessing
  - Improved administration tools for configuring and managing services
  - Direct interoperability with ERDAS TITAN 3D client
ERDAS Strengths

• Widest range of products/technology
  - Clients (thin, medium and thick)
  - Servers

• Open standards and interoperability

• Extensible architecture

• Proven scalability, reliability and performance
WHERE are we going?
Technology

For ERDAS to maintain a competitive edge, we are evaluating the implementation and use of the following technologies:

• 64-bit support
• Cloud Computing support for enterprise solutions
• Native point cloud support
• Full motion video support
• Open scripting environment (Toolkit)
• Distributed computing framework
• Feature Extraction (leverage point cloud, imagery and feature data)
Product Roadmap Strategy
High Level Product Release Themes (1):

• **Desktop Authoring Consolidation**
  - Technologies in ERDAS IMAGINE, ER Mapper & LPS will be integrated to form one desktop foundation for the production of geospatial data (images, terrain, features, maps, models)

• **Desktop to Enterprise Connectivity**
  - One common and consistent catalog technology will bridge workflows between desktop and enterprise products

• **Terrain Workflow Integration**
  - From ingest to delivery, terrain data (points, grids, point cloud) will be supported natively throughout the desktop and enterprise products
Product Roadmap Strategy
High Level Product Release Themes (2):

• Localization

• Enterprise Data Management
  - ERDAS APOLLO will be the industry leading enterprise data management system for imagery, features, terrain, video and other non-structured data types

• Vector Workflow Optimization
  - The ability to support feature sets throughout the ERDAS product portfolio will be improved including data management and spatial modeling
Integrated Mobile Imagery

ERDAS APOLLO Geospatial Data Management & Information Delivery Platform

Web Services
Crawl
Harvest
Catalog
Edit & Process
Collaborate
Serve

Catalog
Catalog

Local Data
Local Data

3D TITAN
One Web Client

Integratd Mobile

A Connected Geospatial Business System

OGC

2011 & Beyond

Imagery
Terrain
Vectors
Video
Unstructured Data

The Earth to Business Company
Dziękuję!