



## FirstLook

Effective emergency planning and response requires quick and easy access to accurate, up-to-date information. DigitalGlobe's FirstLook is an online subscription service for emergency management that provides fast web-based access to pre-and post-event imagery of world disasters delivered to almost any desktop or web-based mapping platform. High-resolution satellite imagery provides the essential information required for emergency planning, risk assessment, monitoring of staging areas and emergency response, damage assessment, and recovery.

### Features and benefits

#### Monitor world events

Remain informed and up-to-date on current events around the globe.

#### Priority tasking

Natural disasters, man-made disasters, political unrest, and human interest take precedence in image collection scenarios.

#### Finished product

Spend less time collecting, processing, and analyzing information, and more time making decisions.

#### Fast access

Online subscription service that provides fast, web-based access to pre- and post-event imagery of world disasters.

#### Event duration

Events are assigned different tiers based on the selection committee's determination. Duration can be 10, 15, or 30 days, depending on region, AOI, and event impact.

#### Flexible

Connect through a suite of online services that sync directly with desktop and enterprise applications, smart phones, and handheld devices for fast, seamless access.

#### Informed response

Quickly identify high risk areas, monitor the nature and extent of damage, plan access and evacuation routes, and manage recovery and claims efforts.

#### FirstLook messaging service

E-mail and RSS notifications sent for event activations, details, and imagery availability.

DigitalGlobe's archive and current imagery can clearly be used for damage assessment and change detection.



## Event types

<b>Natural disasters</b>	<ul style="list-style-type: none"> <li>• Geological disasters (earthquakes, volcanic eruptions, avalanches, limnic eruptions)</li> <li>• Hydrological disasters (floods, tsunamis)</li> <li>• Meteorological disasters (hurricanes, tornadoes, blizzards, droughts)</li> <li>• Wildfires</li> </ul>
<b>Man-made disasters</b>	<ul style="list-style-type: none"> <li>• Terrorist events (bombings, biological, chemical, nuclear events)</li> <li>• Large scale accidents (planes, train, industrial, oil spills)</li> </ul>
<b>Political events</b>	<ul style="list-style-type: none"> <li>• Military operations (non-US/allied)</li> <li>• Military coups</li> <li>• Demonstrations, protests, rallies</li> <li>• Displaced refugees, mass exodus</li> </ul>
<b>Human interest events</b>	<ul style="list-style-type: none"> <li>• Sporting events (World Cup, Olympics)</li> <li>• Large world festivals</li> </ul>

## Specifications

<b>Satellite sensors</b>	WorldView-3, WorldView-2, WorldView-1, QuickBird, and GeoEye-1
<b>Imagery type</b>	Color, Panchromatic and Color Infrared when available
<b>Image resolution</b>	50-60 cm GSD at-nadir, up to 1 m at 45° off-nadir
<b>Cloud cover specifications</b>	Less than 50%
<b>Accuracy</b>	Will vary depending on the situation, but will typically range from 1:12,000 - 1:50,000
<b>File type</b>	GeoTIFF, Jpeg2000, MrSID and Geospatial PDF
<b>Off-nadir angle</b>	Typically 0 to 30°, no more than 45° off-nadir
<b>Availability</b>	FirstLook event imagery remains available to the online platform for 365 days following activation

## A more informed response

When a devastating hurricane strikes, DigitalGlobe's FirstLook offering can be utilized for change detection in damage and recovery efforts, providing a more informed response.



**BEFORE**

No damage visible



**AFTER**

DigitalGlobe FirstLook imagery clearly shows damaged areas



**RESPONSE**

DigitalGlobe FirstLook imagery directs and documents recovery efforts

## MARKETS

- » Insurance and reinsurance
- » Local and central governments
- » Defense and homeland security
- » Safety agencies: police, fire, ambulance, forest services
- » Multinational and humanitarian agencies

## INDUSTRY APPLICATIONS

- » Evacuation planning
- » Emergency aid planning
- » Damage assessment
- » Rebuilding
- » Insurance assessment
- » Risk analysis

## Delivery methods

### CLOUD SERVICES

- » My DigitalGlobe
- » Web Feature Service: WFS
- » Web Map Service: WMS
- » Web Map Tile Service: WMTS
- » Web Coverage Service: WCS
- » EarthService™
- » ImageConnect

## FirstLook Monitoring Team contact

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