



FirstLook

DATA SHEET 

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, 20 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, smartphones, 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

Email and RSS notifications sent for event activations, details, and imagery availability.



Before



After

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

FirstLook

Event Types

Disaster Events	<ul style="list-style-type: none"> • Geological Disasters (Earthquakes, volcanic eruptions, avalanches, limnic eruptions) • Hydrological Disasters (Floods, tsunamis) • Meteorological Disasters (Hurricanes, tornadoes, blizzards, droughts, hail storms) • Wildfires
Man-Made Events	<ul style="list-style-type: none"> • Terrorist Events (Bombings, biological, chemical, nuclear events) • Large Scale Accidents (Planes, train, industrial, oil spills)
Political Unrest	<ul style="list-style-type: none"> • Military Operations (non-US/Allied) • Government Protests • Military Coups • Demonstrations, Protests, Rallies • Displaced Refugees, Mass Exodus
Human Interests	<ul style="list-style-type: none"> • Sporting Events (World Cup, Olympics) • Large World Festivals

Specifications

Satellite Sensors	WorldView-2, WorldView-1, QuickBird
Imagery Color Type	Color, Panchromatic and Color Infrared when available
Image Resolution	50-60 cm GSD at-nadir, up to 1 m at 45° off-nadir
Cloud Cover Specifications	Vary depending on weather conditions
Accuracy	Will vary depending on the situation, but will typically range from 1:12,000 - 1:50,000
File Type	GeoTIFF, Jpeg2000, MrSID and Geospatial PDF
Off-Nadir Angle	Typically 0 to 30°, no more than 45° off-nadir

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

All imagery is resampled to .50 m pan and 2.0 m multispectral to comply with U.S. Regulation.

Deliverables

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



Web-Based Delivery: FTP



Cloud Services

Analysis Center Contact

Email: Analysis-Inquiry@digitalglobe.com



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