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**

- **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.

**Benefits**

- **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.

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DIGITALGLOBE'S ARCHIVE AND CURRENT IMAGERY CAN CLEARLY BE USED FOR DAMAGE ASSESSMENT AND CHANGE DETECTION.
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.

Event types

**Natural disasters**
- Geological disasters (earthquakes, volcanic eruptions, avalanches, limnic eruptions)
- Hydrological disasters (floods, tsunamis)
- Meteorological disasters (hurricanes, tornadoes, blizzards, droughts)
- Wildfires

**Man-made disasters**
- Terrorist events (bombings, biological, chemical, nuclear events)
- Large scale accidents (planes, train, industrial, oil spills)

**Political events**
- Military operations (non-US/allied)
- Military coups
- Demonstrations, protests, rallies
- Displaced refugees, mass exodus

**Human interest events**
- Sporting events (World Cup, Olympics)
- Large world festivals

Specifications

**Satellite sensors**
WorldView-3, WorldView-2, WorldView-1, QuickBird (archive only), and GeoEye-1

**Imagery type**
Color, Panchromatic and Color Infrared when available

**Image resolution**
30-50 cm GSD at-nadir, up to 1 m at 45° off-nadir

**Cloud cover specifications**
Less than 50%

**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

**Availability**
FirstLook event imagery remains available to the online platform for 365 days following activation

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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A more informed response

![Before](before.png)  ![After](after.png)  ![Response](response.png)  

No damage visible

DigitalGlobe FirstLook imagery clearly shows damaged areas

DigitalGlobe FirstLook imagery directs and documents recovery efforts

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