



TASKING THE DIGITALGLOBE CONSTELLATION

How to obtain current earth imagery wherever you need it



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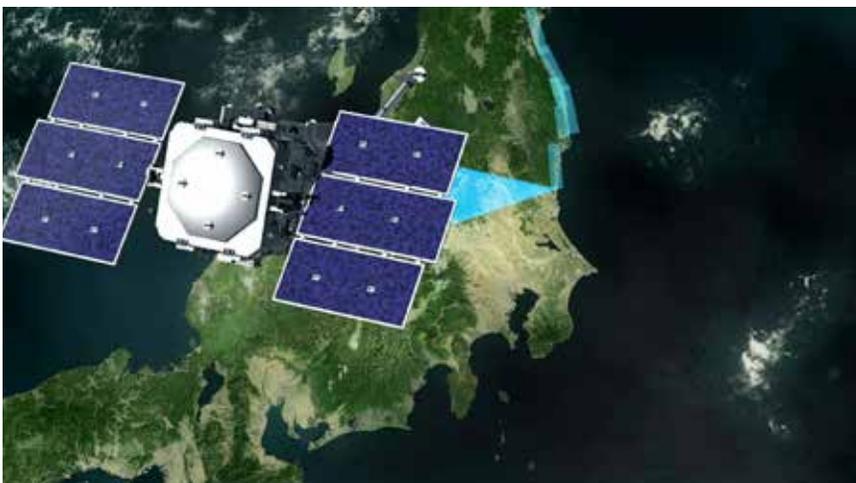
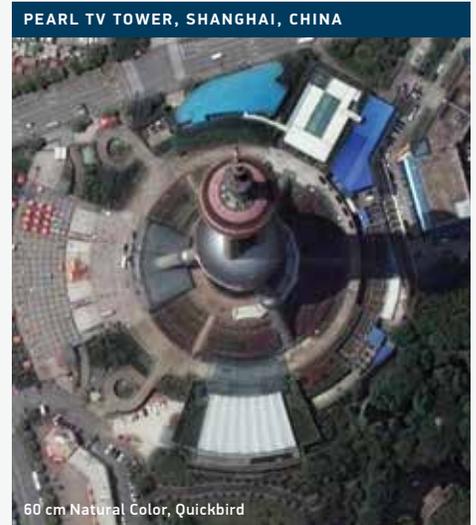
New Collection Tasking introduction

As orbiting satellites have the ability to collect imagery from widespread areas in even the most remote locations, they have become a highly sought-after source for many companies and organizations. DigitalGlobe’s high-resolution satellite imagery has been an invaluable component of government, defense, and geospatial intelligence industries for decades. Additionally, enterprise and navigation companies have more recently demonstrated the potential for emerging markets.

However, the collection of satellite imagery is not a simple process. In addition to the capital-intensive task of successfully launching satellites into orbit, operators must also account for the diverse needs of different customers. DigitalGlobe must constantly balance the availability and capacity of satellites based on desired location, changes in weather patterns, environmental phenomena, and sun elevation in order to compete in the imagery market. And while such challenges exist, customers often require quick and easy access to a reliable and up-to-date source of images. Consequently, DigitalGlobe offers a flexible and comprehensive set of options to ensure customer satisfaction.

While DigitalGlobe already provides access to the world’s largest collection of high-resolution Earth imagery, the company can also task satellites proactively for certain locations according to customer needs. For example, disaster relief and emergency response teams require access to certain locations in near real-time in order to most efficiently and safely secure the desired area.

We can also collect imagery for customers who have immediate, one-time needs for certain geographies, require seasonal views of large project locations, or simply have a unique area of interest. In fact, DigitalGlobe is the first satellite imaging company in the world to offer a guaranteed imagery collection option.



The tasking decision

DigitalGlobe maintains the largest sub-meter constellation of satellites, including QuickBird, WorldView-1, WorldView-2, IKONOS, GeoEye-1, and WorldView-3. The DigitalGlobe constellation can fulfill the needs of panchromatic and multispectral imagery across a range of resolutions. Our Core Imagery products offer an array of options to suit your imagery needs.

When users task one or more of the satellites, they must take into account the following:

- » The type of imagery needed: panchromatic, color/multispectral, or stereo.
- » The time frame – how quickly does the user need the imagery?
- » The importance of new versus previously acquired imagery.

Understanding feasibility

With a rising demand for satellite-based Earth imagery, DigitalGlobe must manage the satellites' finite capacity in response to the changing nature of environmental constraints and global competition. Upon customer submission of Area of Interest (AOI), we calculate the probability of collection within the desired time period and reports a level of feasibility (low to high). Two factors of this feasibility report include Physical Feasibility and Competitive Feasibility.

Physical Feasibility

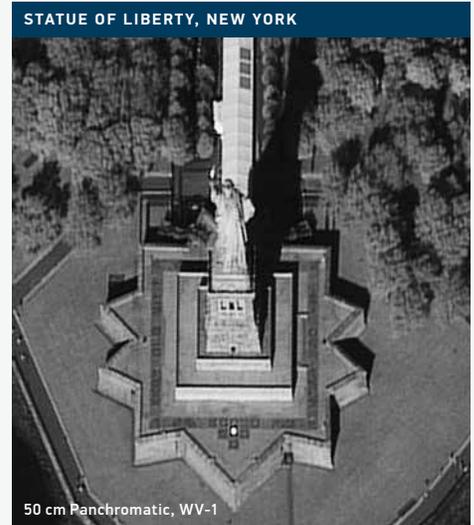
DigitalGlobe assesses Physical Feasibility using several environmental factors, including expected cloud cover, available sunlight, and time of day that the satellite will cross the desired area of interest. In terms of cloud cover, certain areas, such as Southeast Asia, have storm or monsoon seasons, causing low feasibility for tasking orders. Satellites also depend on sunlight in order to capture high-quality images. In northern latitudes, feasibility declines as days grow shorter during fall and winter. Finally, satellites acquire most imagery at approximately 10:30 AM sun time (as opposed to local time). Thus, events late in the day are much more difficult to capture.

DigitalGlobe projections are based on sophisticated long- and short-term weather models; however, poor weather conditions can be unpredictable.

Therefore, imagery collection cannot always be guaranteed, even with a high expected feasibility report.

Competitive Feasibility

As in the case of Physical Feasibility, competition can be highly unpredictable for a given area. Rapidly changing competition levels can impact the ability to collect even orders with high feasibility. Thus, in areas of high competition, we provide customers with the option to select a higher priority tasking option in order to improve feasibility.



The New Collection Tasking options

The DigitalGlobe tasking framework provides three order options designed to meet a variety of customer needs. Three options fall on a continuum that balances the cost against the need for timeliness, level of risk, and control over the collection window.

Please refer to the following table for an overview of our new collection tasking framework:

	Cost	Priority	QuickBird	WorldView-1	WorldView-2	IKONOS	Geoeye-1	WorldView-3
Select	\$	Normal	X	X	X	X	X	X
Select Plus	\$\$	High	X	X	X	X	X	X
Single Shot	\$\$\$	Guaranteed	X			X	X	

Select New Collection and Select Plus New Collection

Select New Collection is DigitalGlobe’s entry-level offering, and is the most popular option for the vast majority of customer orders. It is available for all DigitalGlobe satellites and products, including stereo imagery. Select Plus New Collection, available on all satellites, is a higher priority version of Select New Collection, designed to provide more options in areas of higher competition with a faster delivery time.

Both Select and Select Plus New Collection options are designed to put customers in control of setting the collection window, and choosing risk level based on that window. Select and Select Plus provide customers with the most accurate collection feasibility estimate possible. However, even Select and Select Plus orders with high feasibilities have some degree of risk, and may not be filled due to competition or unanticipated weather.

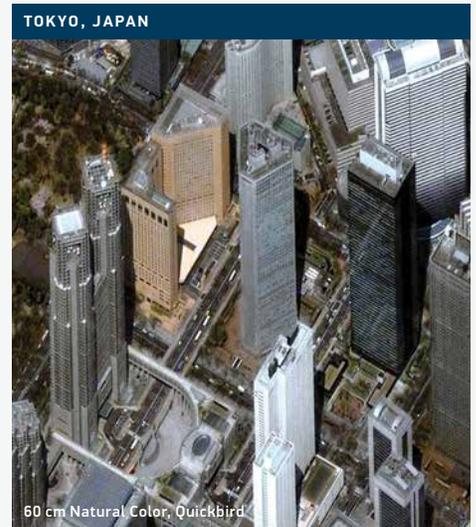
The tasking process begins when customers submit an AOI and defines a time window for imagery collection. DigitalGlobe then conducts a feasibility assessment for the request. If feasibility is high, the order will likely be confirmed, and collection begins. If feasibility is low, we provide the following options:

Extension of time window:

DigitalGlobe provides a recommended time window that will yield a higher feasibility assessment. Customers may then change their original window to the new, more probable option. This option is best for projects with flexible deadlines, as it is the easiest and least expensive way to ensure fulfillment of the order.

Upgrade to Select Plus:

As Select Plus orders have higher priority than Select orders, the former will yield high feasibility in cases where competition is high. DigitalGlobe can provide feasibility assessments with both order tasking options so that customers can



determine whether the shorter delivery time is worth the additional cost.

Stick with your time window:

As Select Plus orders have higher priority than Select orders, the former will yield high feasibility in cases where competition is high. DigitalGlobe can provide feasibility assessments with both order tasking options so that customers can determine whether the shorter delivery time is worth the additional cost.

Choosing between Select and Select Plus

The Select Plus option increases the priority of the order, which improves the feasibility of the order in cases of increased competition. However, it does not impact the feasibility of orders in cases of physical constraints (cloud cover, inclement weather, etc.). For example, if a customer needed to collect a 50 km² AOI in a very remote area of the world, such as Easter Island, Select tasking would be the preferred option due to lack of competition from other orders in the vicinity. The feasibility of collecting this order would be driven entirely by physical constraints, such as cloud cover. Similarly, if the 50 km² AOI was in northern England during early spring, the feasibility assessment would be low, as cloud cover is highly likely. Thus, increasing the tasking option to Select Plus would not increase feasibility in either case, as weather/cloud cover is the main concern.

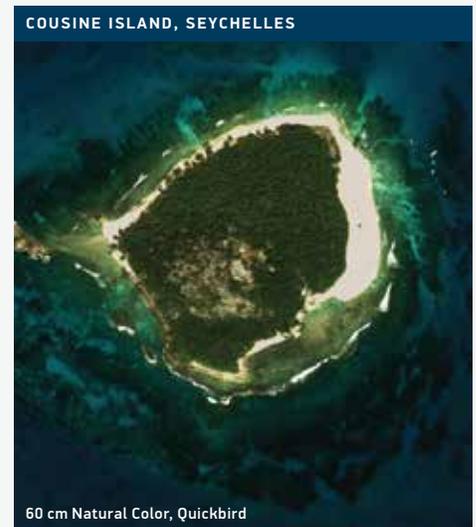
On the other hand, if a customer needed to collect a 50 km² AOI in the outskirts of a large and actively growing city, the order may be competing with a number of others over the same region. In this case, upgrading to Select Plus would be a wise choice.

Single Shot Tasking

When time is of the essence, DigitalGlobe can provide the Single Shot tasking option, which provides customers with guaranteed access to QuickBird, IKONOS, and GeoEye-1 satellites. AOI imagery can be successfully collected in as little as six hours after customers confirm a Single Shot order. There are two unique parameters to this tasking order. First, the AOI must fit within a single pass (13 km wide by 360 km long). Second, there is no cloud cover protection. Customer may specify a time window of up to 14 days, with which DigitalGlobe can conduct a feasibility assessment. However, once the order is placed, satellites image the AOI regardless of cloud cover at the time. Customers may cancel Single Shot orders up to 24 hours before the acquisition date.

Choosing Single Shot

Single Shot tasking is particularly valuable in time-critical scenarios. For example, some oil exploration companies operate several off-shore oil platforms that may be in the path of approaching hurricanes. Once a hurricane passes, these companies have a critical need to assess damage as quickly as possible. With Single Shot tasking, DigitalGlobe provides these customers with near real-time imagery in order to plan for necessary repairs.



DigitalGlobe's geospatial imagery solutions

DigitalGlobe's commitment to custom tasking is a key component to our comprehensive Geospatial Imagery Solutions. We put high-resolution world imagery within reach through a combination of collection strategies, a full ImageLibrary, and flexible delivery options. DigitalGlobe can guarantee coverage with regular refresh commitments for the places around the globe where our customers live, work, and play.

