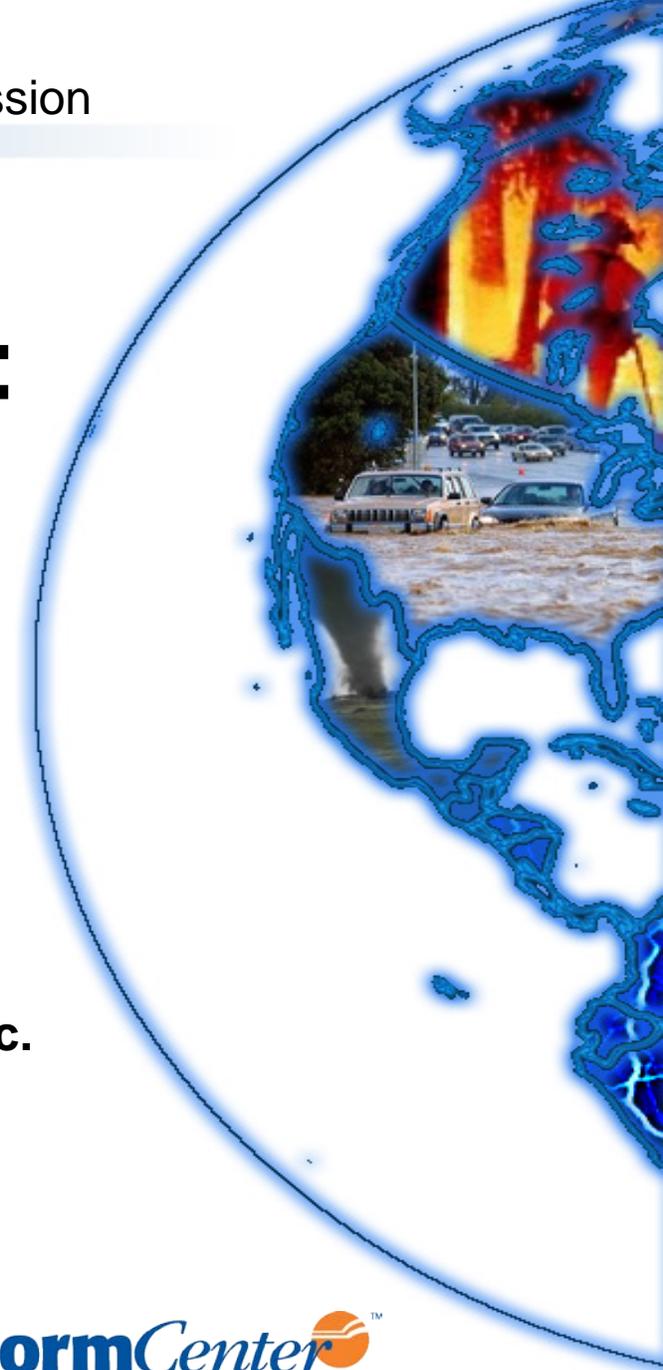
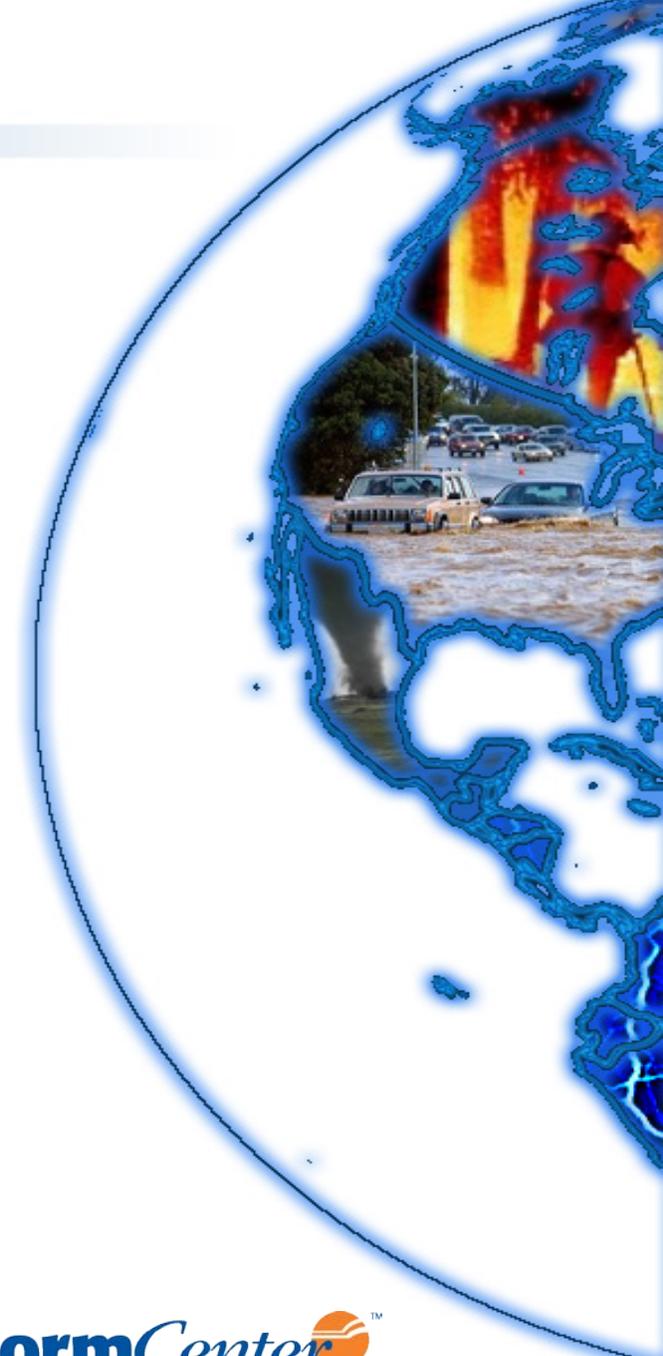
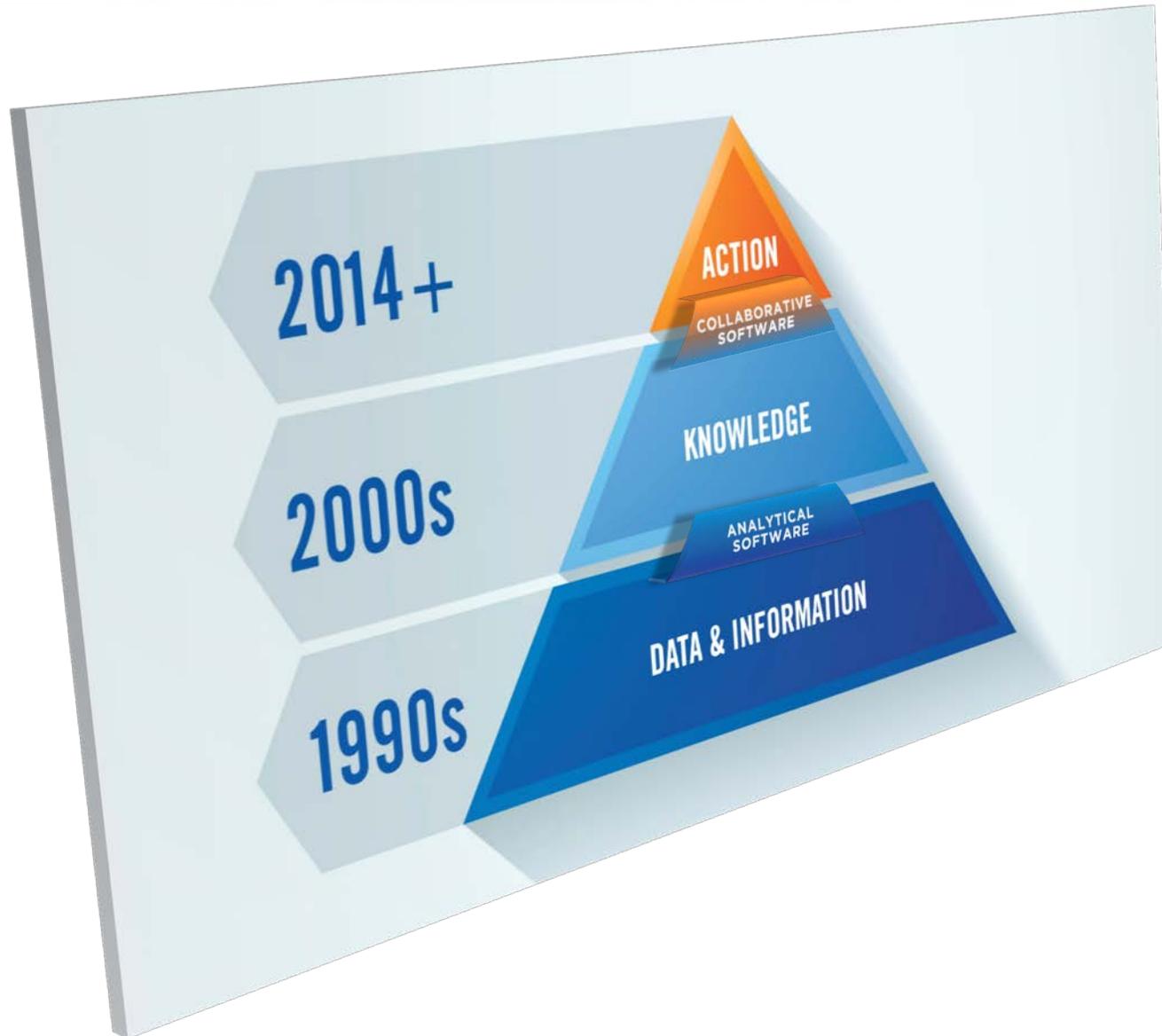


Meeting our Nation's Challenges: Socio-Economic Benefits of Environmental Satellites

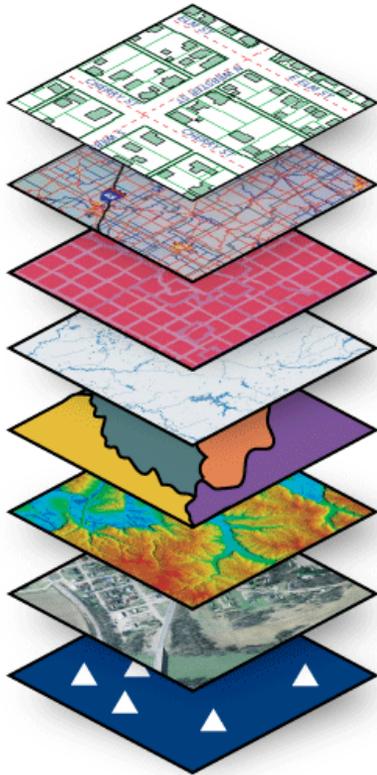
5/01/2015 Dave Jones, Founder & CEO StormCenter Communications, Inc.



Managing Data



Geospatial Data Challenges



ISOLATED DATA

Email, Jump Drives, DVDs, File Sharing, Dropbox, FTP, data silos



COMPLEX TOOLS

GIS visualization and analysis tools require expertise



LIMITED INTERACTION

Screen sharing, WebEx, GoToMeeting, Skype, Google Hangout



Historical Benefits of 'Weather' Satellite Data

POES

- ✓ Improving the Forecast – Input into NWP
(95+% of model initialization data comes from satellites)
- ✓ High Resolution Imagery
- ✓ Polar coverage – Arctic benefits, ice edge analysis
- ✓ Continuity of Operations & Continuing Climate Record

GOES

- ✓ Looping of Imagery (Seen by millions of people)
- ✓ Cloud Track Winds (NWP input/Forecasters)
- ✓ Band combinations to highlight specific conditions
- ✓ Severe Weather Monitoring 24/7/365

Primary Customer: **National Weather Service**



Socio-Economic Benefits of 'Environmental' Satellite Data

POES – Soumi NPP, JPSS

- ☑ Improving the Forecast – NWP improvements
- ☑ High Resolution Land & Environmental Monitoring
- ☑ Polar coverage – Arctic survival, planning, warning
- ☑ Vulnerability, Resilience & Warfighter support

GOES-R +

- ☑ Western Hemisphere Sentinels (NWP & Imagery)
- ☑ Geostationary 'Environmental Intelligence'
- ☑ Critical Space Weather Observer (4 sensors)
- ☑ Severe Weather Monitoring 24/7/365

Primary Customer: **Everyone**

Environmental Issues, Warfighter, Public Health & Safety, Homeland Security, Weather Ready Nation, Weather, Water, Climate, Energy Nexus...



Socio-Economic Benefits of Satellites: The EARTH's Environmental 'CAT' Scan

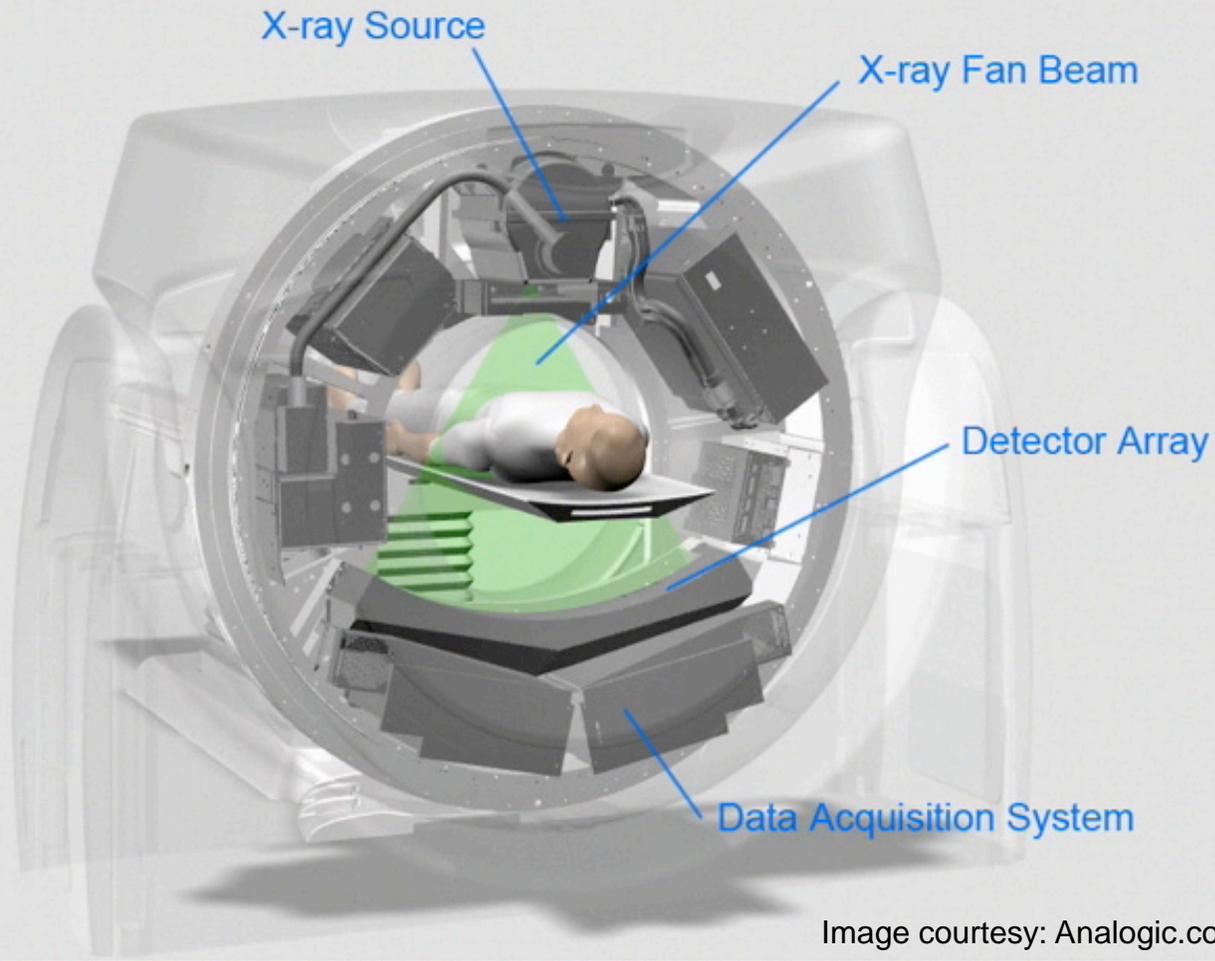
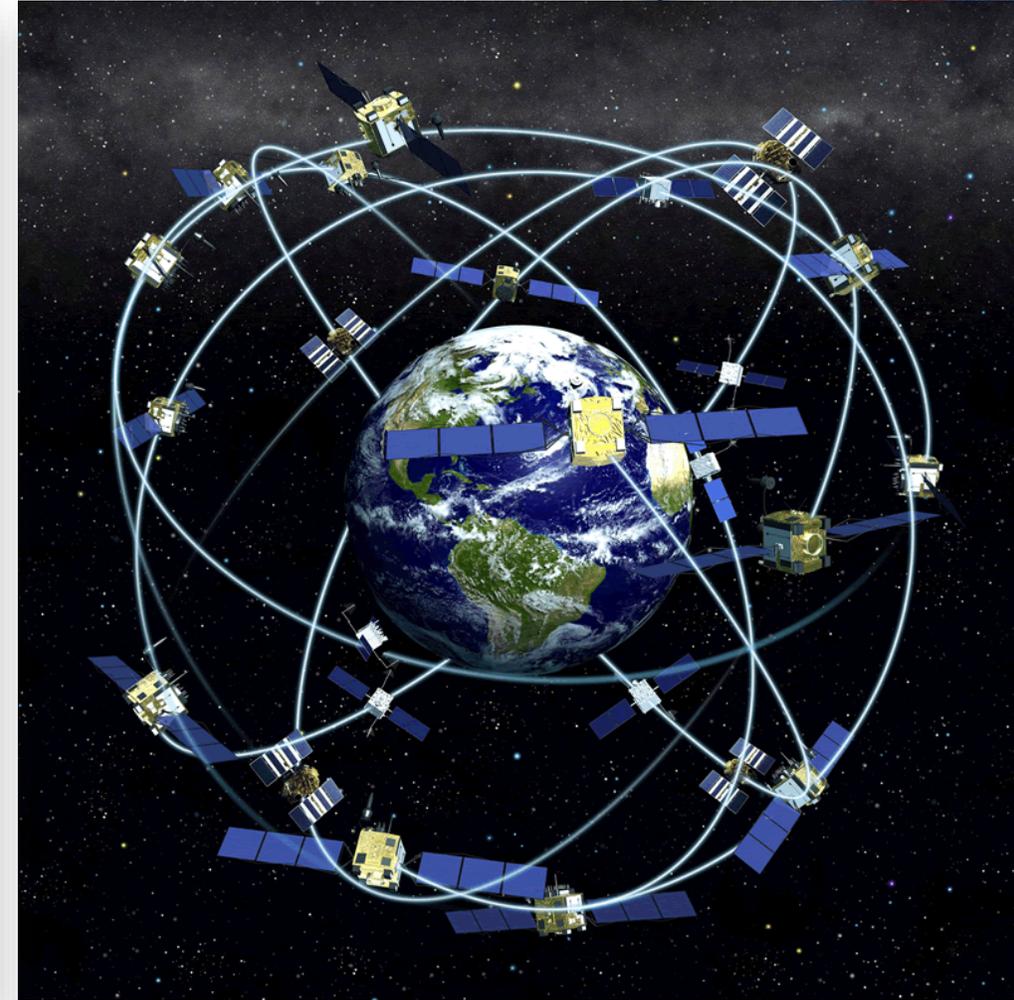


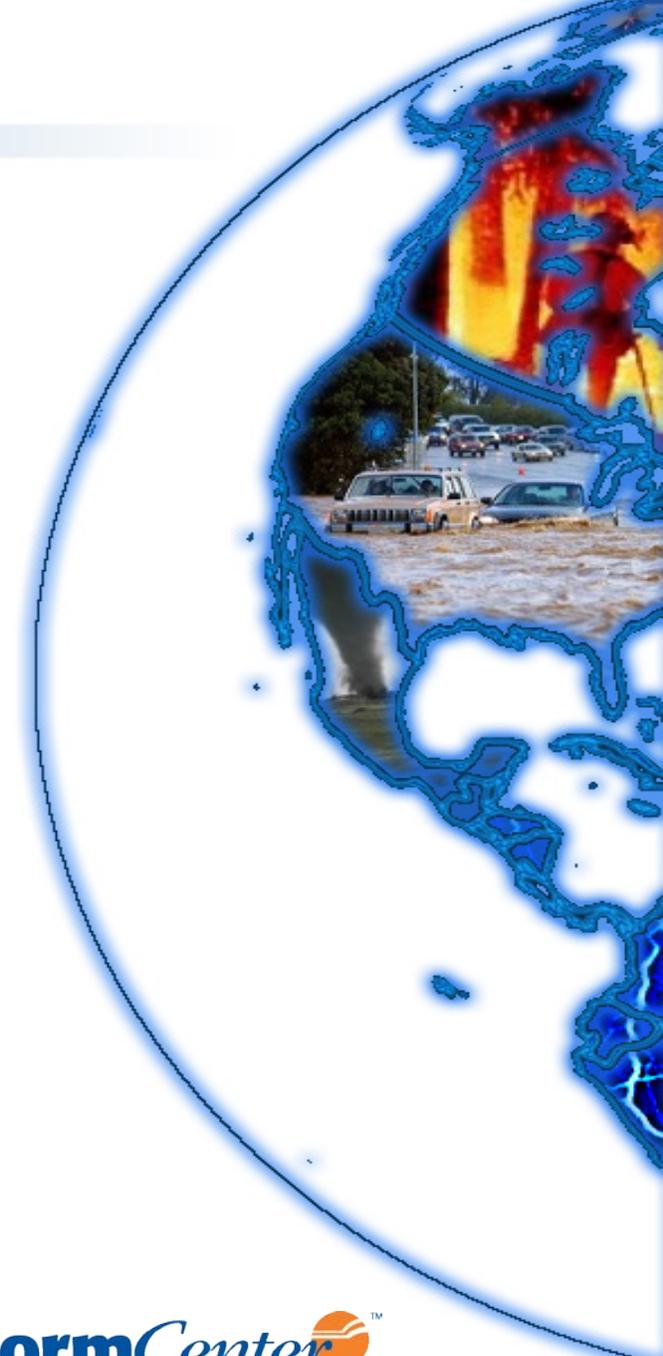
Image courtesy: Analogic.com



Citizens would NOT accept a GAP in CAT scan technology...so Why would we accept a GAP in satellite coverage?

“The challenge to provide environmental intelligence to many more users lies in our ability to access, share and combine multiple data sources in a collaborative environment.”

*Dave Jones
Founder & CEO, StormCenter Communications, Inc.
Board Member, Foundation for Earth Science
Past President, ESIP Federation
AMS Fellow 2013*



“The ability to share TRUSTED information is critical to industries, the global marketplace, governments and society as a whole.”



Carl G. O'Berry, Lt. Gen (Ret) USAF
NCOIC Chief Executive Officer and
Founding Chairman
NCOIC - Network Centric Operations Industry Consortium

