

**** Remote Sensing News for and About the Private Sector ****
The Quarterly Newsletter of the IEEE-GRSS Private Sector Liaison Group

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**** 1. THE REMOTE SENSING COMMUNITY: STRENGTH IN DIVERSITY - a brief editorial**

As professionals, we build community through organizations and meetings of people with common interests. This allows us to share the wealth of knowledge and build upon each other's experiences. Less well recognized is the importance of professional diversity in building our community. In the academic arena, previously stove-piped disciplines - from solid Earth to oceans to atmospheres - are increasingly working together. The resulting cross-pollination of observational, analytical, and computational methodologies has been good for all. The community reached by this newsletter is quite diverse, covering government, academia, and private sector, ranging from aerial mapping specialists to public policy experts. As we seek stronger support for our publicly-funded efforts and more widespread public use of our applications, the community's diversity should be called upon as a strength. But it won't happen without our effort to seek bridges that cross traditional boundaries - between disciplines, from the public to the private sector, among nations, and even from space to air to ground. As a diverse community, we can be considerably stronger than our individual elements.

**** 2. PUBLIC, ACADEMIC, AND PRIVATE SECTOR WEB LINKS - a new GRSS website resource**

A [links section of the IEEE GRSS website](#) now lists hundreds of websites categorized as academic, public, non-governmental, and private sector. If you work primarily in only one of these sectors, go to the website and check out what the other parts of the remote sensing world are doing.

**** 3. IGARSS 2007 IN BARCELONA**

[IGARSS 2007](#) is being held July 23-27 in Barcelona, Spain. The theme this year is "Sensing and Understanding our Planet". For those who have attended previously, you know that IGARSS is the premier remote sensing conference for bringing together government, academia, and industry. Historic attendance has been running about 1500. A variety of tutorial sessions are planned with interest to the private sector. For questions about [exhibiting](#), please contact [Cristina Forace](#). Future symposia include Boston (2008), Capetown (2009), and Hawaii (2010). See you there.

** 4. NRC DECADAL SURVEY OF EARTH SCIENCE AND APPLICATIONS - report released
The [National Research Council \(NRC\)](#) two-year decadal survey of earth science and applications titled "[Earth Science and Applications from Space: National Imperatives for the Next Decade and Beyond](#)" was released in January. The 400 page report establishes, for the first time, a formal community strategy for the nation's public-sector spaceborne Earth observations and lays out a set of 17 missions to accomplish that strategy. Congress has already convened several hearings around the study; major newspapers have editorialized about the study's conclusion that a third of the nation's environmental satellites will be non-operational by 2010 without immediate action. The study was sponsored jointly by [NASA](#), [NOAA](#), and [USGS](#). The committee is currently working on a short-term [task](#) to assess the enhancement of climate observations on [NPOESS](#) and [GOES-R](#).

** 5. IPCC CLIMATE REPORTS - the evidence strengthens
The [Intergovernmental Panel on Climate Change \(IPCC\)](#) is an advisory body charged with providing scientific, technical, and socio-economic advice on climate change to the [United Nations Environment Programme](#) and [World Meteorological Organization](#). This year, it has been sequentially releasing a series of reports covering our [scientific knowledge](#), our [understanding of human and ecological impacts](#), and [options for actions](#). The last time this was done was 2001.

** 6. PROFESSIONAL ORGANIZATIONS AND THE PRIVATE SECTOR - bridging the community
Professional organizations provide vital bridges from one part of our community to another. A primary purpose of this newsletter is to help IEEE fulfill this function. [AMS](#) also has a dedicated industry liaison, [Gary Rasmussen](#), and a [committee](#) for professional affairs. [SPIE](#) has links to [Industry Resources and Tools](#) and [Industry Articles](#) (including remote sensing) on its homepage. [GITA](#) has a standing committee called the [Industry Trends Analysis Group](#). Other organizations, such as [The Space Foundation](#) and [MAPPS](#), exist primarily to serve the private sector, but have activities that reach out to the academic and public sectors.

** 7. OTHER BUSINESS OPPORTUNITIES

A quick reminder of items mentioned in previous newsletters:

- The monthly [GRS Newsletter](#) publishes corporate profiles.
- The [GRSS technical committees](#) accept volunteers.
- Short contributions of news or other items for this newsletter will be accepted.

** 8. COMPANY NEWS

(This space is available to briefly advertise company news or events at no cost. Please submit 1-4 sentence requests to the editor with lead time appropriate for a quarterly periodical.)

SIMURBAN - [SIMURBAN](#) is a geospatially precise real-time 3D simulation software solution for urban planning. SIMURBAN, developed by Simmersion Holdings Pty Limited (Australia), is used by numerous city councils and property developers in Australia to plan new developments, fast track development applications and reduce litigation. Simmersion Holdings also provides services and content related to SIMURBAN, primarily using imagery from partners to create DTM, DOP and 3D building data sets. Simmersion is seeking international partners to build SIMURBAN services businesses worldwide. If your company is seeking new growth opportunities and has GIS data, 3D graphics design, and urban planning experience, then SIMURBAN is a

great opportunity. For more information contact the CEO [Bob Quodling](#) or COO [Richard Johnstone](#).

STORMCENTER - [StormCenter Communications, Inc.](#) (Ellicott City, MD) is working to "Raise the Environmental IQ of America™" by partnering with media organizations across the nation. StormCenter is introducing remote sensing, web tools and a good sense of community involvement to people living in various markets around the nation. Recently launched in Dallas, TX, CBS11 KTVT television has embraced this program and increased their viewers' environmental awareness. Now interest in sponsorship is being shown from corporate America as a positive way to align their organizations with a positive environmental program that builds communities. You can email [Dave Jones](#) or call 410-203-1316.

** 9. EVENTS

7-11 May	ASPRS Annual Conference - Tampa, FL
14-17 May	GeoTec 2007 - Calgary, Canada
16-18 May	USGIF Tech Days - Washington, DC
22-25 May	American Geophysical Union - Acapulco, Mexico
29-30 May	Where 2.0 - San Jose, CA
7- 9 Jun	International Symposium on Digital Earth - San Francisco, CA
18-22 Jun	ESRI User Conference - San Diego, CA
25-29 Jun	Intl Sympos on Rem Sensing of Environment - San Jose, Costa Rica
16-20 Jul	MAPPS Summer Conference - Bretton Woods, NH
23-27 Jul	GeoWeb 2007 - Vancouver, Canada
23-27 Jul	IGARSS - Barcelona, Spain
20-23 Aug	URISA Annual Conference , Washington, DC
26-30 Aug	SPIE Optics and Photonics - San Diego, CA
3- 7 Sep	Photogrammetric Week , Stuttgart, Germany
17-21 Sep	SPIE Europe Remote Sensing - Florence, Italy
18-20 Sep	Space 2007 - Long Beach, CA
24-28 Sep	EUMETSAT/AMS Satellite Meteorology Conf - Amsterdam, Netherlands
25-27 Sep	Intergeo , Leipzig, Germany

** 10. PROFESSIONAL ORGANIZATIONS - see more orgs (public, private, academia)

[Institute of Electrical and Electronic Engineers \(IEEE\)](#)
[Aerospace Industries Association \(AIA\)](#)
[American Geophysical Union \(AGU\)](#)
[American Institute of Aeronautics and Astronautics \(AIAA\)](#)
[American Meteorological Society \(AMS\)](#)
[American Society for Photogrammetry and Remote Sensing \(ASPRS\)](#)
[Geospatial Information and Technology Association \(GITA\)](#)
[International Society for Photogrammetry and Remote Sensing \(ISPRS\)](#)
[The International Society for Optical Engineering \(SPIE\)](#)
[Management Association for Private Photogrammetric Surveyors \(MAPPS\)](#)
[Space Foundation](#)
[United States Geospatial Intelligence Foundation \(USGIF\)](#)
[Urban and Regional Information Systems Association \(URISA\)](#)

The IEEE Geoscience and Remote Sensing Society (GRSS) Private Sector Liaison Group was formed in 2002 to increase collaboration between the private sector, academia, and government in the remote sensing field. The readership

of this newsletter now exceeds 1000 people from companies associated with remote sensing, as well as government agencies, international space agencies, professional organizations, non-government organizations, OMB, and Congressional staff. We in the private sector want to help keep our colleagues informed of the activities and capabilities of the private sector - and the role that GRSS plays in supporting and promoting these activities. Should you need further information about the Private Sector Group, require that contact information for you or your organization be updated, or request to be removed from the list, please contact Bill Gail (bgail@microsoft.com).