

**** Remote Sensing News for and About the Private Sector ****

The Quarterly Newsletter of the IEEE-GRSS Industry Liaison Group

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**** 1. THE CONVERGENCE OF BUSINESS, GOVERNMENT, AND ACADEMIA TO BENEFIT SOCIETY**

The 2004 Asian tsunami, which killed upwards of 200,000 people, should be a pointed lesson for all of us in the remote sensing field. Our academic, government, and private sector institutions possess a wealth of capabilities that could have reduced the loss of life - if they had been available at the right place and time. But this lesson deserves to be viewed in a broader context. Society's demands for earth information are growing rapidly - from increased business efficiency to the safety and security of our personal lives. The issues that we face are simple but critical: how can we improve our ability to meet today's needs, and what new capabilities must we invest in now to satisfy tomorrow's demands? Essential to addressing these issues is better coordination of the three major contributing sectors: academia, government, and business. Government must transition academia's research capabilities to operation use, and the private sector must aggressively seek commercial applications. Academia must establish a coherent need for government investment in fundamental science, and business must advocate for the economic benefits of this investment. Academia and government must treat the private sector as an essential and effective partner in achieving their goals. Rapid advances in information and communications technologies have opened new paths for making these things happen. On behalf of IEEE and GRSS, this newsletter is dedicated to enhancing the complementary relationship between academia, government, and business to achieve a common goal: improving our basic understanding of the Earth and applying the resulting knowledge for the benefit of society.

**** 2. IGARSS 2005 – 25th ANNIVERSARY**

IGARSS 2005 is being held July 25-29 in Seoul (<http://www.igarss05.org>). 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. This year is the

25th anniversary of IGARSS, and a number of special events are planned. Tutorial sessions of interest to industry include airborne laser scanning, SAR applications, and EO information mining. For questions about exhibiting, please contact Lisa Ostendorf directly (ieeegrss@adelphia.net, +1.540.658.1676). See you there.

** 3. NRC DECADAL SURVEY PRELIMINARY REPORT

The National Research Council (NRC) two-year decadal survey of earth science and applications titled "Earth Science and Applications from Space: A Community Assessment and Strategy for the Future" released a preliminary report in April. This report provides a vision for the coming decade and near-term actions needed to support that vision. The charge of the study is "to generate consensus recommendations from the Earth and environmental science and applications community regarding a systems approach to space-based and ancillary observations that encompasses the research programs of NASA and the related operational programs of NOAA". The final report will provide a prioritized summary of observing system needs for the next decade and longer. More information, including a copy of the preliminary report, can be obtained at <http://qp.nas.edu/decadalsurvey>.

** 4. CONGRESSIONAL HEARINGS

The NRC report was highlighted at a recent hearing of the US House Science Committee. This hearing received considerable news coverage because of the strong community sentiment that Earth science faces substantial risks from funding shortages, with the claim that these are due in large part to restructuring of NASA's priorities for space exploration. See <http://www.house.gov/science> for details.

** 5. NASA ROADMAPS

NASA has nearly completed a process to "roadmap" their activities over the next several decades. NASA originally described this process as "a coordinated and comprehensive longitudinal strategy, with key achievements, options, and decisions points identified, that provides a foundation for NASA's long-term priorities and investments." With the appointment of Mike Griffin as NASA Administrator, the roadmap activity has been reduced in scope, though the science roadmaps have been completed and are under review by the National Academy. Two of the strategic roadmaps (No. 9, Earth Science and Applications from Space; No. 10, Sun-Solar System Connection) are relevant to Earth remote sensing. Additional information, including the draft roadmaps, is available at <http://www.hq.nasa.gov/office/apio/earth.htm>.

** 6. ALLIANCE FOR EARTH OBSERVATIONS

The Alliance for Earth Observations is a private sector organization focused on building awareness and support for the Global Earth Observation System of Systems and, specifically, the important role that the private sector must play in its development and implementation. At an Alliance-sponsored reception on May 10 in the Dirksen Senate Office Building, Sen. Ted Stevens joined Rep. Sherwood Boehlert in delivering strong statements of support for global Earth observations. Stevens talked about the importance of studying the changes taking place in Alaska and the need to better understand climate change, while Boehlert stated that exploring planet Earth must be a priority for the U.S. space program. For more information on the Alliance for Earth Observations, visit <http://www.strategies.org/Alliance>.

** 7. NOAA MARKET STUDY

NOAA has initiated a comprehensive research study (administered by Global Marketing Insights, Inc.) of international remote sensing markets for aerial and satellite data technology, including a 5- and 10-year analysis of the political, economic, and technical trends impacting the global remote sensing industry. The study covers the aerial film, aerial digital, aerial sensors, satellites, and remote sensing hardware and software sectors. A key aspect of this survey is being completed through online responses – you can participate by logging onto <http://www.empliant.com/NOAA-remote-sensing-research>.

** 8. 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 (<http://www.ieee.org/grss>).
- Short contributions of news or other items for this newsletter will be accepted.

** 9. 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.)

LOCKHEED-MARTIN reports the successful launch of the NOAA-N spacecraft, part of the NOAA POES series of polar meteorological satellites, on May 20. Lockheed-Martin has built all of the satellites in this series going back to 1960. They also recently submitted a comprehensive proposal to NOAA for the risk-reduction phase of the GOES-R system, leading a team that includes Integrated Systems & Solutions and Information & Technology Services.

MAPMART, a division of IntraSearch Inc., announces its recent alliance with DigitalGlobe Inc. as a direct reseller of QuickBird Satellite imagery products via its internet website <http://www.MapMart.com>. A full service mapping and imagery solutions provider, MapMart provides its customers access to terabytes of imagery and mapping products via its simplified, easy to use internet web site. The addition of QuickBird digital satellite imagery allows customers access to 2-foot multi-spectral imagery anyplace on earth. QuickBird products can be purchased directly through <http://www.MapMart.com> in standard panchromatic, multi-spectral, or color (rgb) formats.

** 10. EVENTS AND EVENT CALENDARS

20-25 Jun Intl Symp on Rem Sens of Environ, St. Petersburg, Russia, <http://www.symposia.org>

3- 6 Jul CC: The Exchange, Southampton, UK, <http://www.ordnancesurvey.co.uk/nmonetwork>

16-19 Jul MAPPS Summer Conference, Asheville, SC, <http://www.mapps.org>

25-29 Jul IGARSS 2005, Seoul, Korea, <http://www.igarss05.org>

25-29 Jul ESRI Intl User Conference, San Diego, CA, <http://www.esri.com>

31- 4 Jul SPIE Optical Sci and Tech, San Diego, CA, <http://www.spie.org>

22-25 Aug MAP ASIA, Jakarta, Indonesia, <http://www.mapasia.org>

5- 9 Sep 50th Photogrammetric Week, Stuttgart, Germany, <http://www.ifp.uni-stuttgart.de/phowo>

19-22 Sep SPIE Remote Sensing Europe, Bruges, Belgium, <http://www.spie.org>

19-23 Sep Oceans 2005 IEEE/MTS, Washington, DC, <http://www.oceans2005.org/>

21-23 Sep GIS in the Rockies, Denver, CO, <http://www.gisinthetrockies.org>

4- 6 Oct INTERGEO, Dusseldorf, Germany, <http://www.intergeo2005.de>

23-27 Oct PECORA 16, Sioux Falls, SD, <http://www.asprs.org/Pecora16>

23-29 Oct XXVIII URSI General Assembly, New Delhi, India

26-28 Oct ESRI European User Conf, Warsaw, Poland, <http://www.euc2005.com>

Institute of Electrical and Electronic Engineers (IEEE)

<http://www.ieee.org>

American Geophysical Union (AGU)

<http://www.agu.org>

American Meteorological Society (AMS) Conferences, Meetings, and Symposia

<http://www.ametsoc.org/>

American Society for Photogrammetry and Remote Sensing (ASPRS)

<http://www.asprs.org/>

International Society for Photogrammetry and Remote Sensing (ISPRS)

<http://www.isprs.org/>

SPIE - The International Society for Optical Engineering

<http://www.spie.org>

MAPPS - Management Association for Private Photogrammetric Surveyors

<http://www.mapps.org>

United Nations Environment Program (UNEP) Conferences and Meetings

<http://www.unep.org/Documents/Default.asp?DocumentID=303>

Earth Observing System (EOS) Science and Global Change Calendars

<http://eospsso.gsfc.nasa.gov/calendars/index.php>

The IEEE Geoscience and Remote Sensing Society (GRSS) Ad-Hoc Industry 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 600 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 the IEEE Geoscience and Remote Sensing Society (GRSS) plays in supporting and promoting these activities. Should you need further information about the Industry Group, require that contact information for you or your organization be updated, or request to be removed from the list, please contact Bill Gail (bill.gail@vexcel.com).