

The Earth to Business Company

**V Konferencja Naukowo-Techniczna
ZASTOSOWANIA TECHNIK OBSERWACJI ZIEMI
połączona z X Konferencją Użytkowników
Oprogramowania ERDAS i eCognition**



9-11 June, 2010 POLAND
Iryna Wetzel – sales manager EE



ERDAS: Right Here, Right Now

- ERDAS is a geospatial software company providing integrated remote sensing, photogrammetry and enterprise solutions
- We have over 30 years of experience serving organizations that need to understand the Earth's changing landscape
- Some of the industries we serve include Defense, Photogrammetric Data Production, Forestry, Earth Observation, Education, Oil and Gas, Disaster Emergency Management and Water Resource Management, NMA, etc.

ERDAS Vision

- ERDAS – The Earth to Business Company – helps organizations ***harness the information of the changing earth for greater advantage.***
- We create ***Geospatial Business Systems that transform our earth's data into business information***, enabling individuals, businesses and public agencies to quickly access, manage, process and share that information from anywhere.
- With deep industry expertise in imagery and understanding of geospatial data, our solutions and people help businesses identify ways to reduce costs and create new revenue-generating opportunities.

ERDAS u Hrvatskoj

GISDATA, Zagreb
GISDATA

2009

2010

ERGIS, Zagreb
ergis

1978

Osnovan ERDAS, Inc.



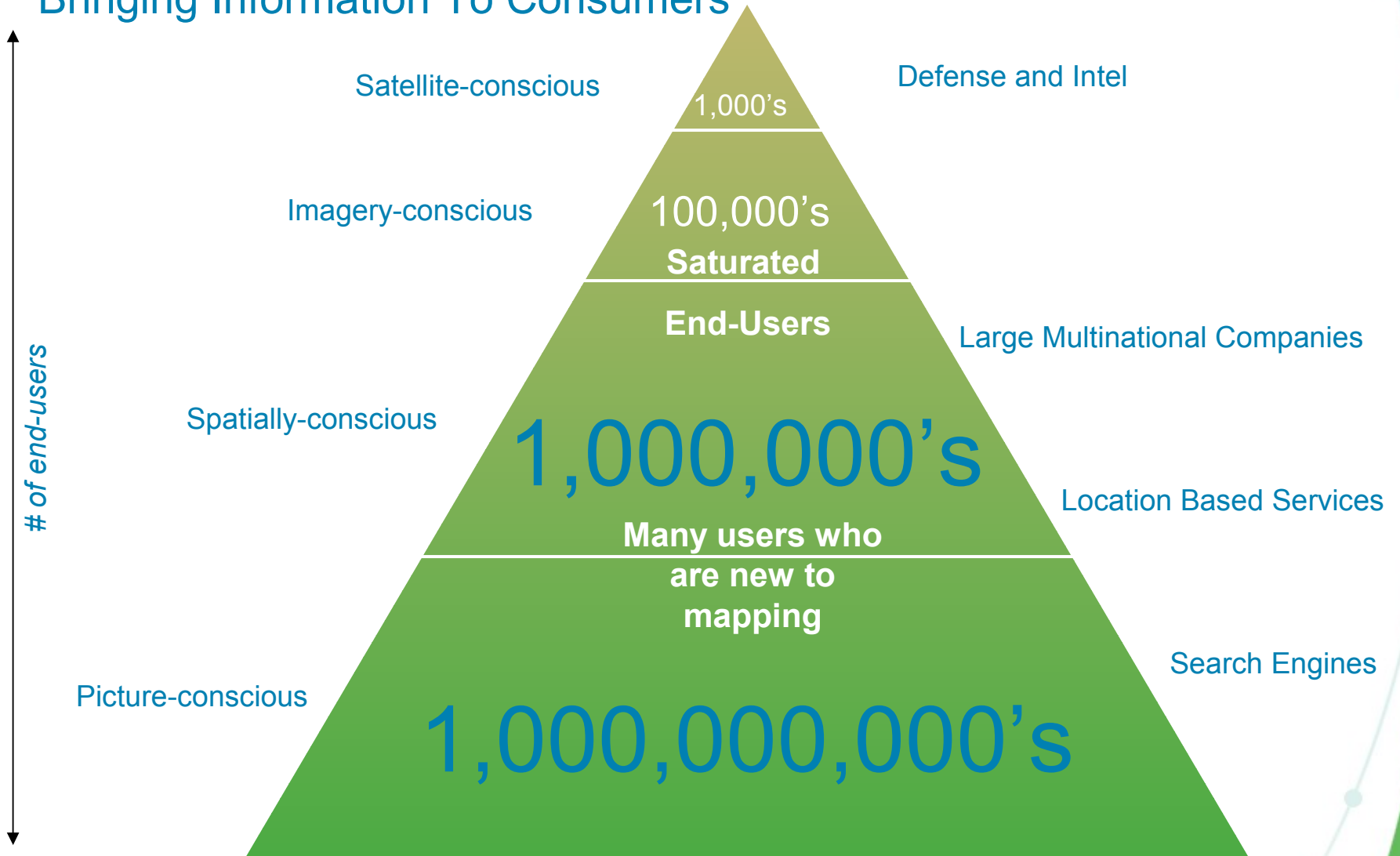
Vekom, Beograd
VEKOM

WHAT is happening in the market?



Trends in Geospatial Industry

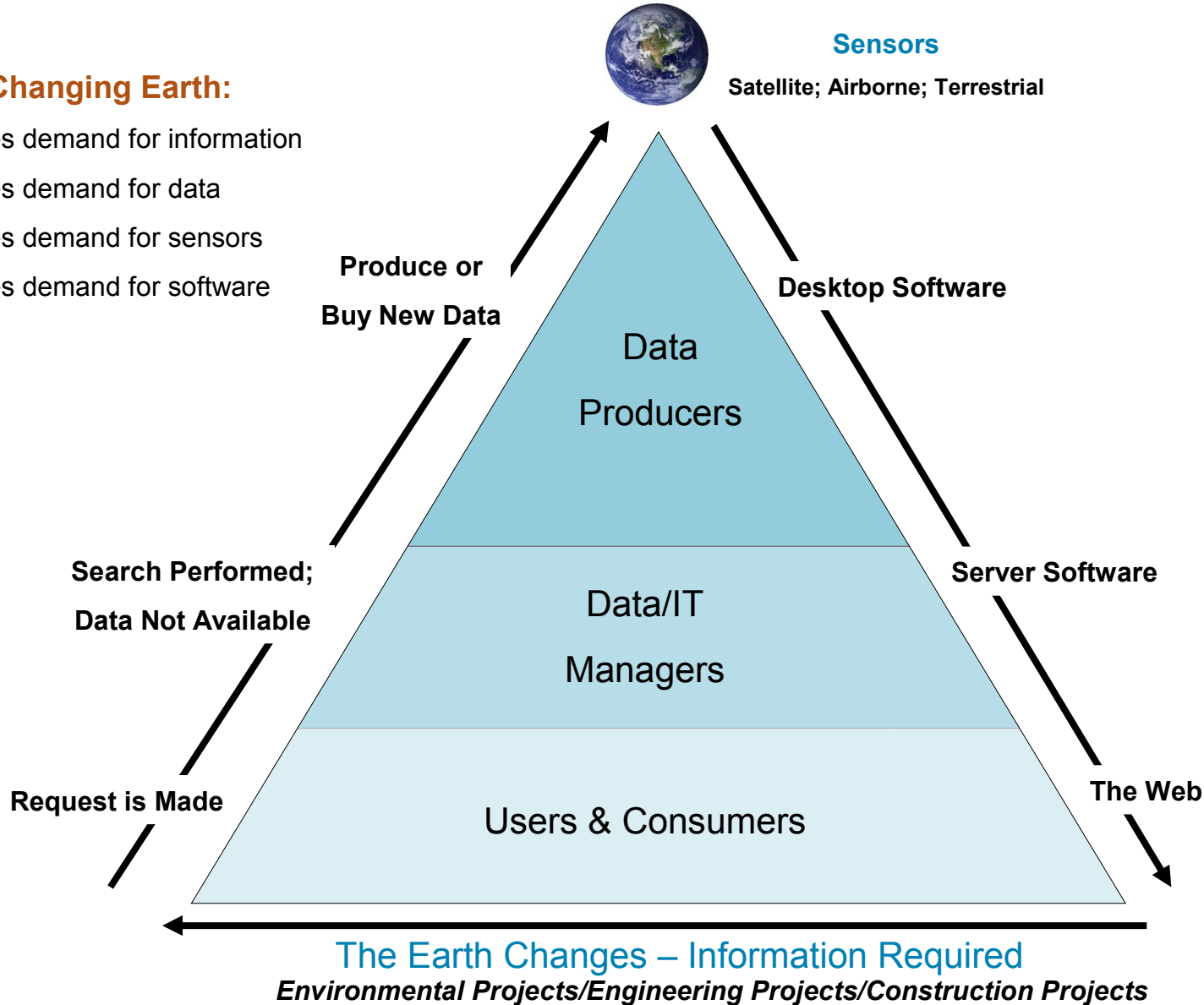
Bringing Information To Consumers



Lifecycle of Geo-Information

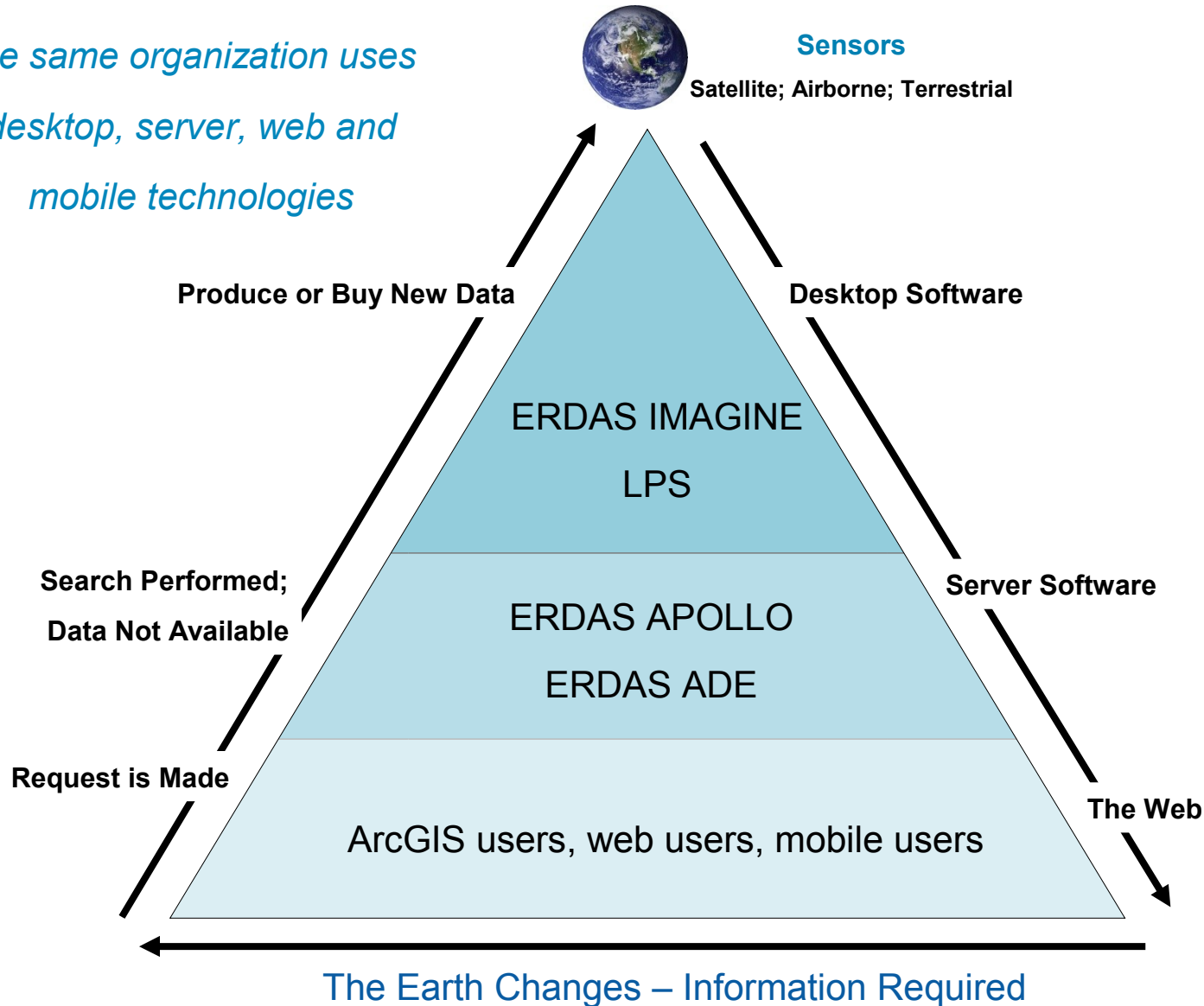
The Changing Earth:

- Drives demand for information
- Drives demand for data
- Drives demand for sensors
- Drives demand for software

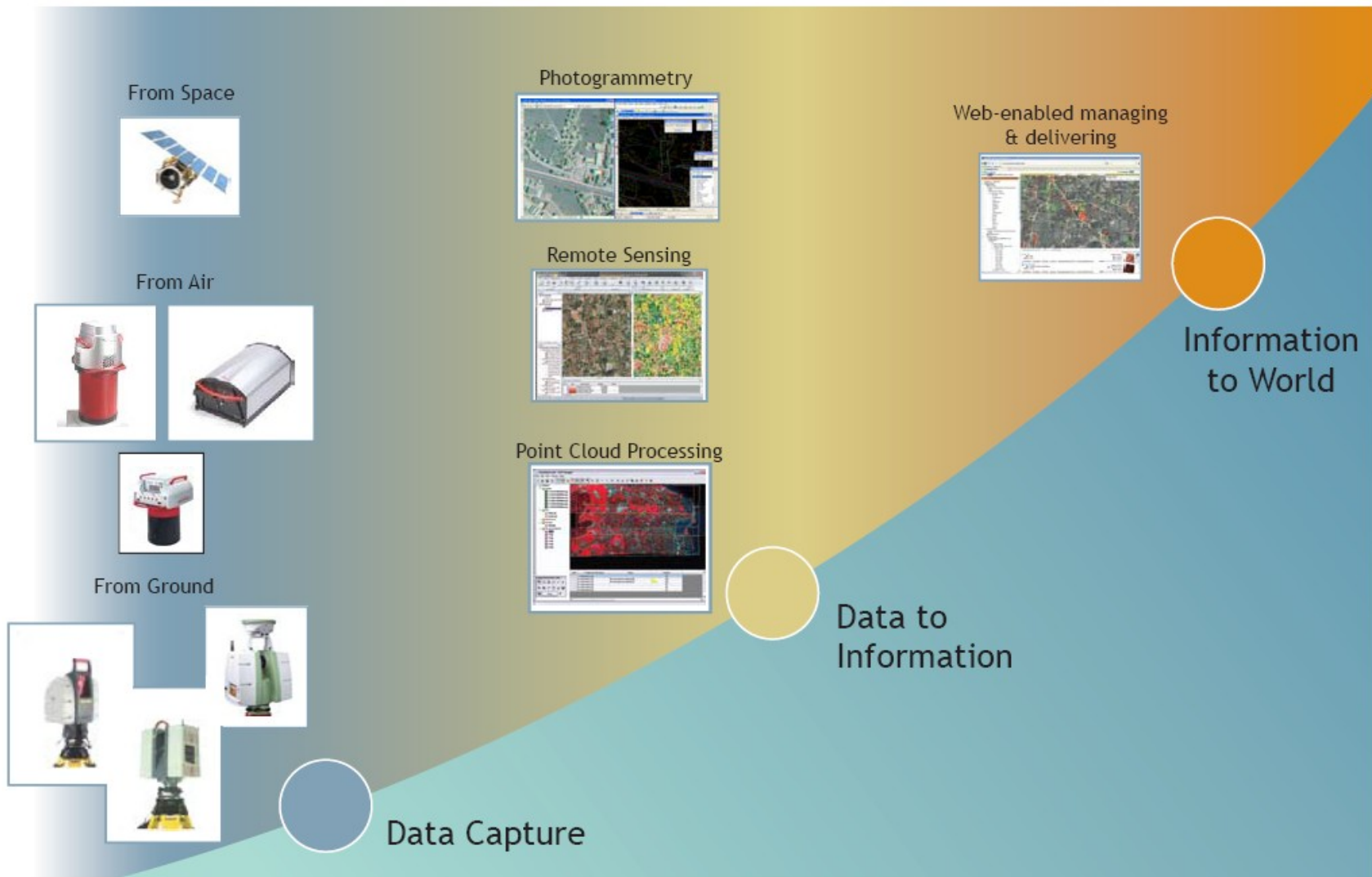


ERDAS Response

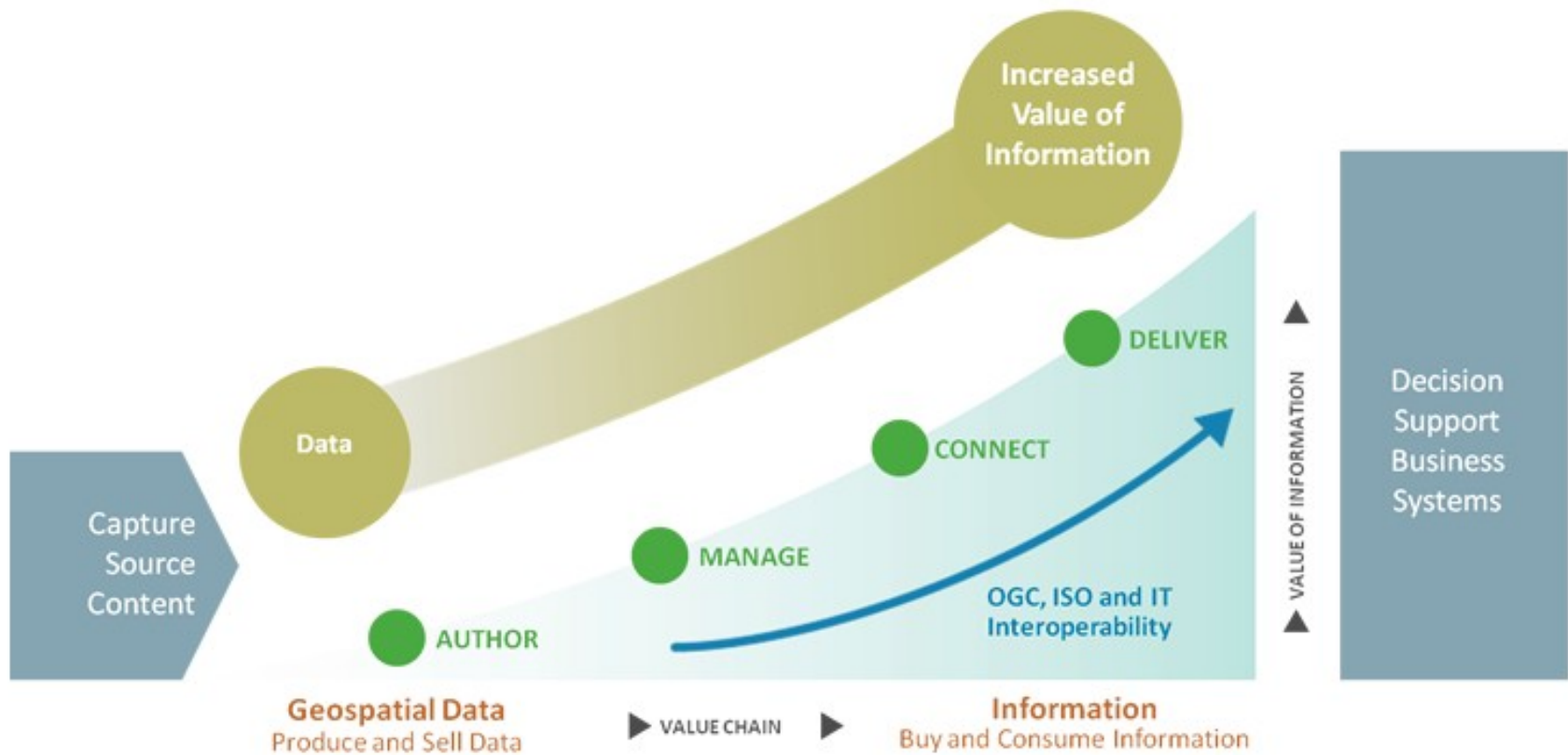
*The same organization uses
desktop, server, web and
mobile technologies*



Geographic Information Lifecycle



The Geospatial Information Value Chain



Trends in Geospatial Industry

- Number of EO Satellites will Double by 2015
 - Collection capacity 3x
- Digital Aerial Imagery Market now Mature
- Oblique Imagery Ubiquitous
- Tremendous Growth in LiDAR
- Introduction of Terrestrial Laser Scanning
- Management of Data #1 Challenge

High Level Business Drivers

- *Change*
 - The earth changes; therefore we need new maps
- *Quality*
 - Reliable decisions require **high fidelity** content and information
- *Timely Delivery*
 - The rapid delivery and presentation of information is required to drive decision making process
- *Connected Systems*
 - Organizations need to have tightly integrated systems that seamlessly interoperate with a broad range of technologies from various vendors

ERDAS Product Outlook

Products

Annualized Releases

- ERDAS is committed to two product releases each year:
 - Minor Release (Spring)
 - Major Release (Fall)
- These releases include new versions of all existing products, including:
 - ERDAS IMAGINE
 - LPS
 - ERDAS ER Mapper
 - ERDAS Extensions for ArcGIS
 - ERDAS ADE
 - ERDAS APOLLO
 - ERDAS TITAN Client
- In addition, new products are also released at this time

Products

2010 Software Release

- ERDAS IMAGINE 2010
 - Intuitive & improved workflows with new ribbon interface
 - Geoprocessing from the desktop to the server
 - Native support for CAD data in IMAGINE
 - Improved batch processing
 - Consolidated mosaic workflow
- LPS 2010
 - New Automated Terrain Extraction solution (eATE -> 10.1)
- ERDAS APOLLO 2010
 - Improved performance
 - Consolidated catalog experience
 - On-demand geoprocessing
 - Improved administration tools for configuring and managing services
 - Direct interoperability with ERDAS TITAN 3D client

ERDAS Strengths

- Widest range of products/technology
 - Clients (thin, medium and thick)
 - Servers
- Open standards and interoperability
- Extensible architecture
- Proven scalability, reliability and performance

WHERE
are we going?



Technology

For ERDAS to maintain a competitive edge, we are evaluating the implementation and use of the following technologies:

- 64-bit support
- Cloud Computing support for enterprise solutions
- Native point cloud support
- Full motion video support
- Open scripting environment (Toolkit)
- Distributed computing framework
- Feature Extraction (leverage point cloud, imagery and feature data)

Product Roadmap Strategy

High Level Product Release Themes (1):

- Desktop Authoring Consolidation
 - Technologies in ERDAS IMAGINE, ER Mapper & LPS will be integrated to form one desktop foundation for the production of geospatial data (images, terrain, features, maps, models)
- Desktop to Enterprise Connectivity
 - One common and consistent catalog technology will bridge workflows between desktop and enterprise products
- Terrain Workflow Integration
 - From ingest to delivery, terrain data (points, grids, point cloud) will be supported natively throughout the desktop and enterprise products

Product Roadmap Strategy

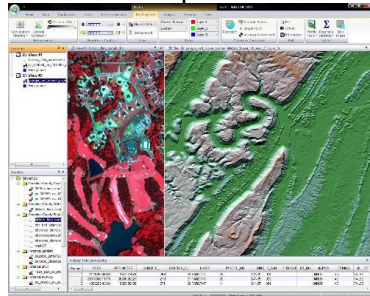
High Level Product Release Themes (2):

- Localization
- Enterprise Data Management
 - ERDAS APOLLO will be the industry leading enterprise data management system for imagery, features, terrain, video and other non-structured data types
- Vector Workflow Optimization
 - The ability to support feature sets throughout the ERDAS product portfolio will be improved including data management and spatial modeling

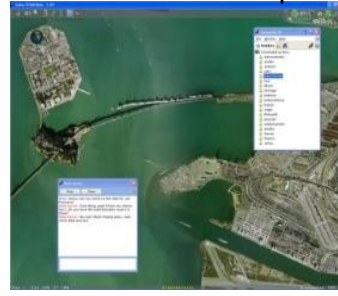
Local Data

Local Data

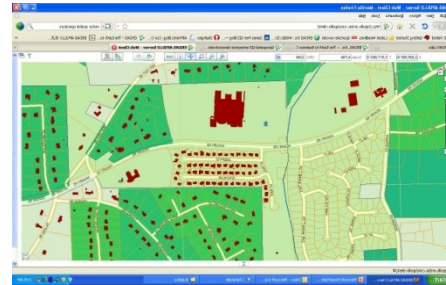
One Desktop
Authoring
Platform



3D TITAN



One Web Client

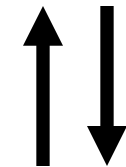


Integrated
Mobile



Catalog

Catalog



OGC
Web Services

ERDAS APOLLO
Geospatial Data Management & Information Delivery Platform



Crawl

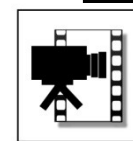
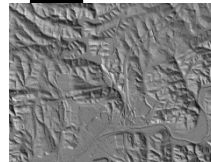
Harvest

Catalog

Edit &
Process

Collaborate

Serve



Imagery

Terrain

Vectors

Video

Unstructured
Data

**A Connected
Geospatial
Business
System**

2011 & Beyond

Dziękuję !

