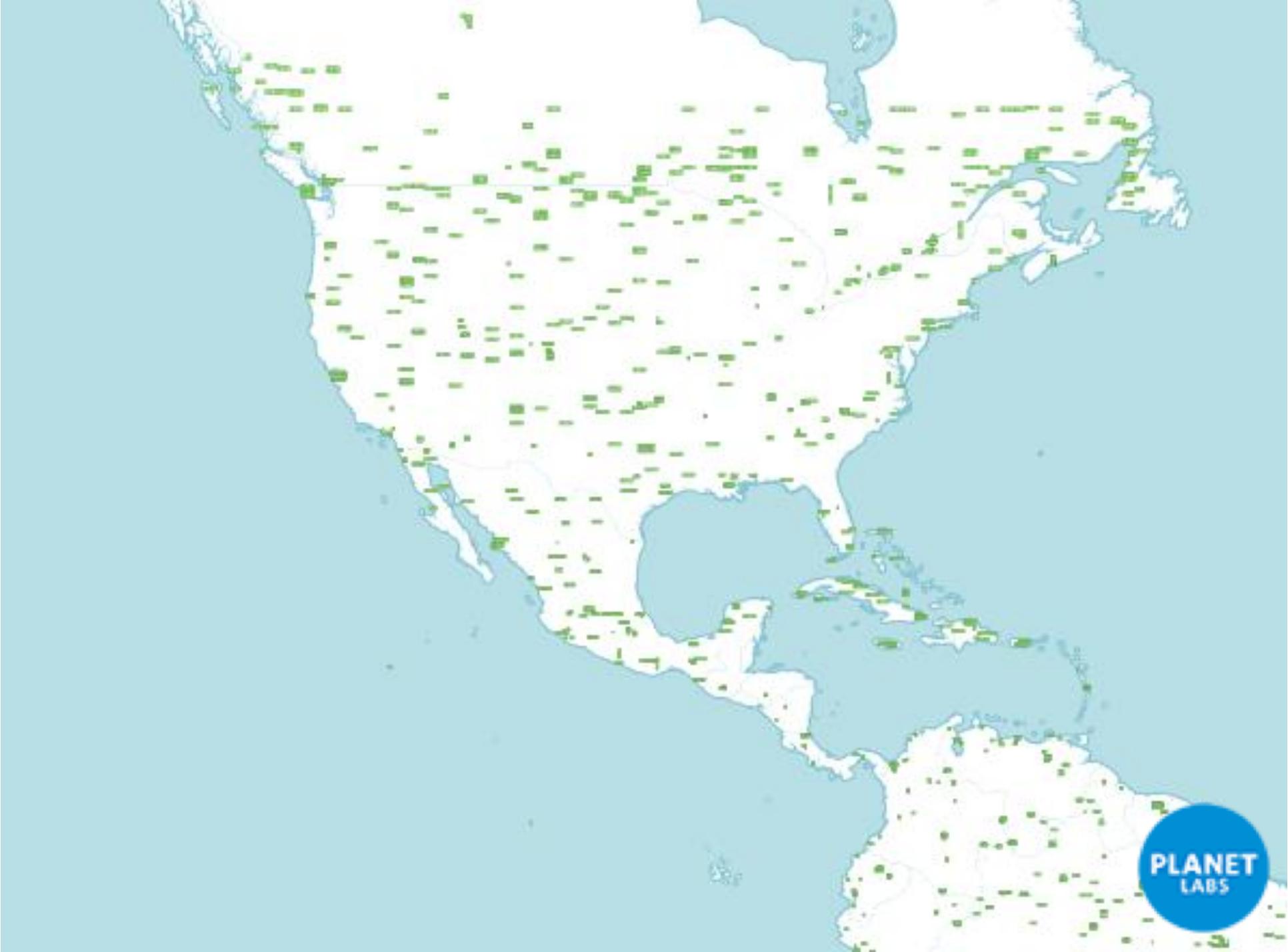
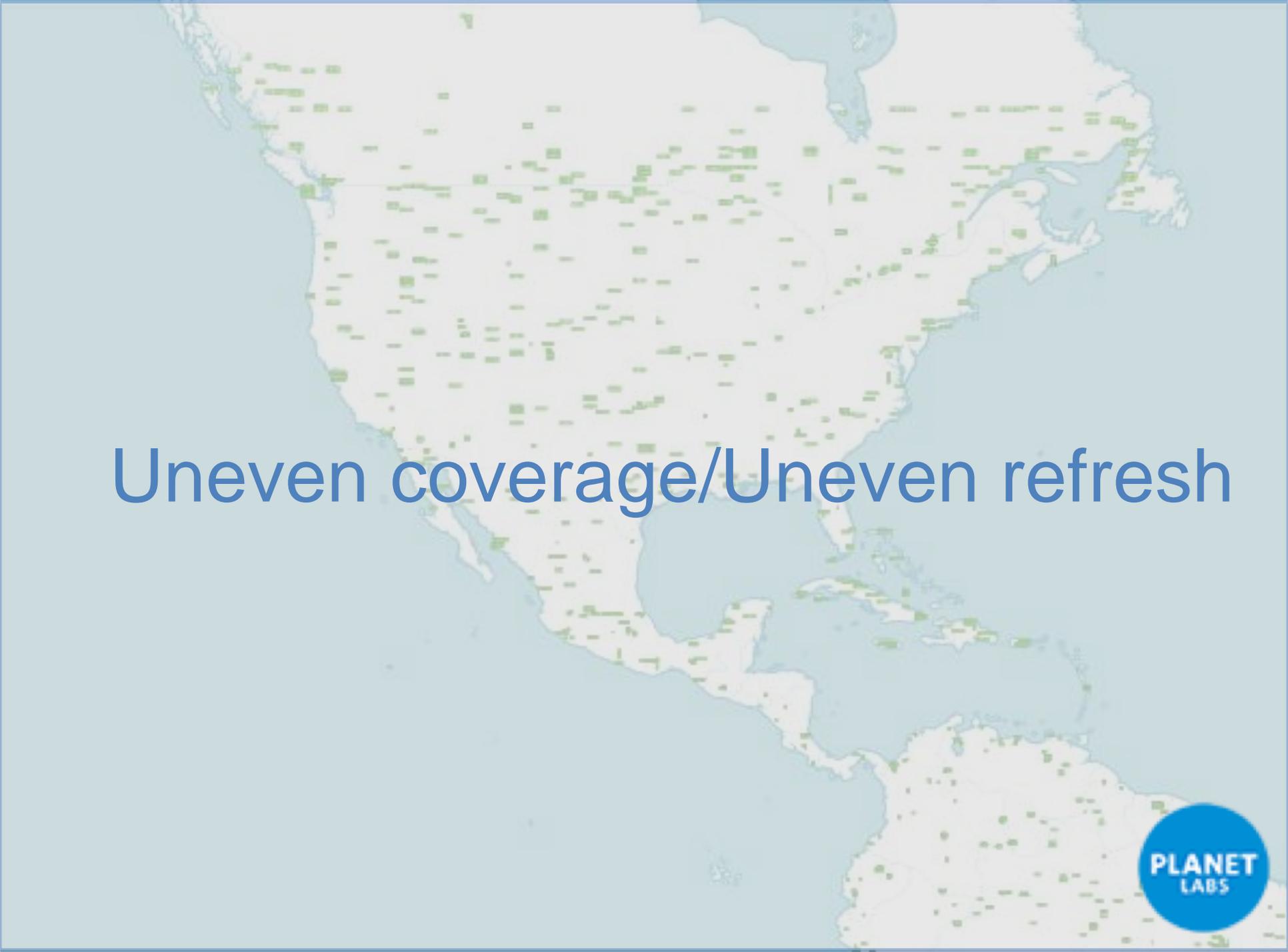


# High Cadence Global Imagery

The Planet Labs logo consists of a large white circle centered on a blue background. Inside the circle, the words "PLANET" and "LABS" are written in a bold, blue, sans-serif font, stacked vertically.

**PLANET**  
**LABS**



A map of North and South America with numerous small green dots scattered across the landmasses, representing satellite coverage. The dots are more densely packed in some areas, such as the eastern United States and parts of South America, and more sparse in others, such as the western United States and the Amazon basin. The text "Uneven coverage/Uneven refresh" is overlaid in the center of the map.

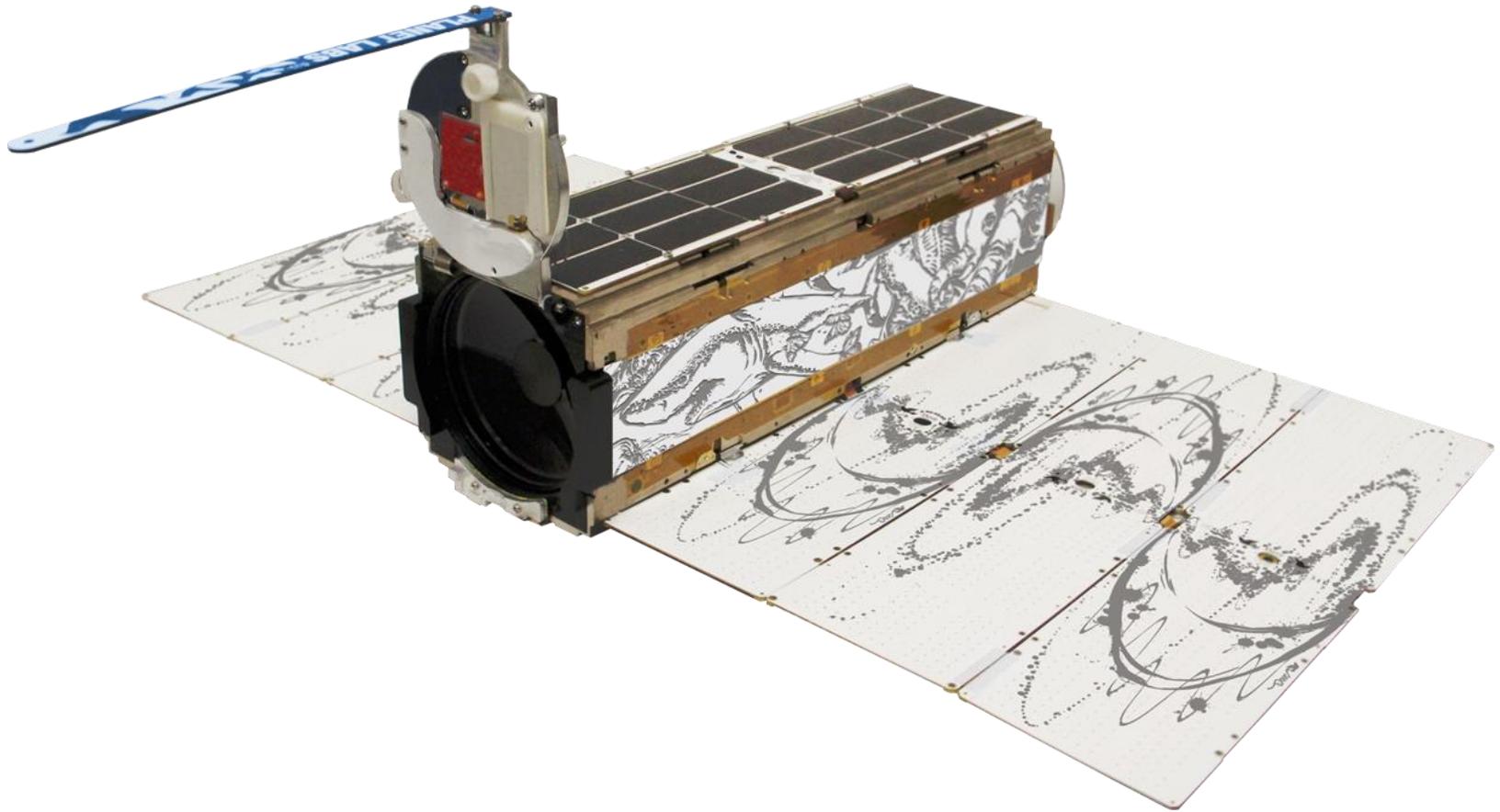
Uneven coverage/Uneven refresh

A satellite map of Earth showing vegetation indices. The landmasses are colored in shades of green and yellow, indicating different levels of vegetation density. The oceans are black. A semi-transparent grey horizontal band is overlaid across the middle of the map, containing the word "Continuity" in white text.

# Continuity



# The Dove Spacecraft

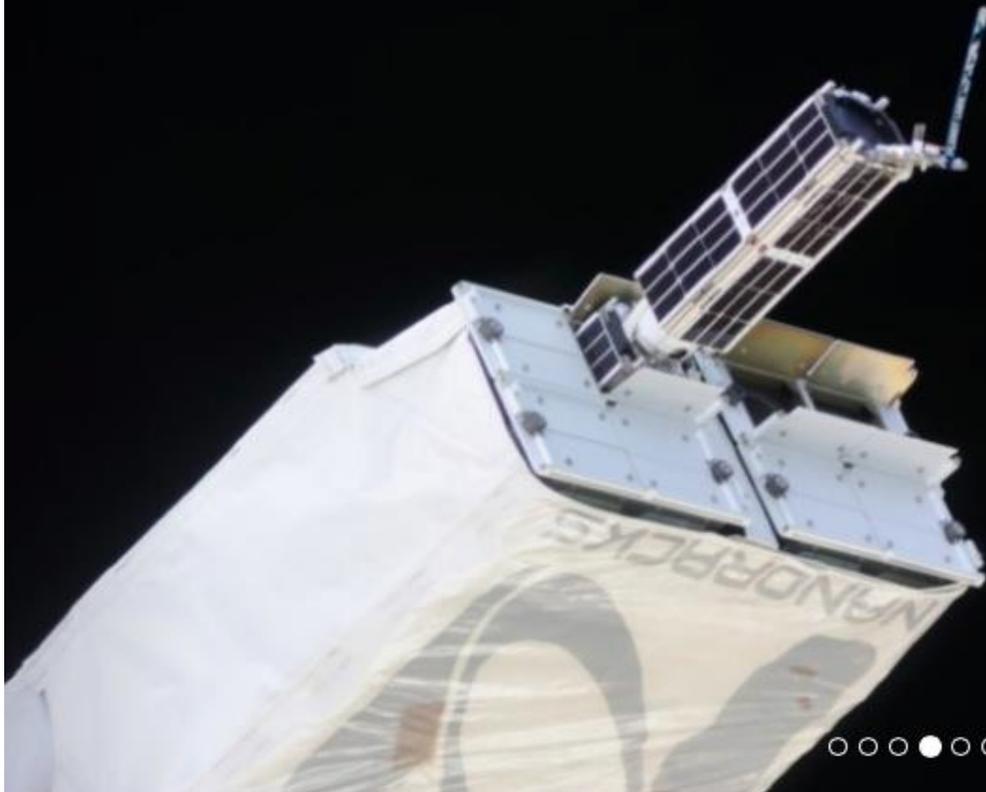




On February 11, 2014, two earth-imaging satellites are released from the International Space Station. Called Doves, these are the first of 28 satellites in Planet Labs Flock 1. *Photo Credit: Astronaut Koichi Wakata, via Twitter*



The Flock 1 launch follows 4 other satellite launches from Planet Labs during 2013. With this constellation, Planet Labs will provide images of the entire Earth for a variety of applications, from agriculture to mapping to environmental and humanitarian. *Photo Credit: NASA*





Flock 1 is designed, built and operated in San Francisco, CA. Planet Labs' goal is to provide universal access to information about the changing planet. *Photo Credit: NASA*

# PLANET LABS

Meanwhile, back on earth



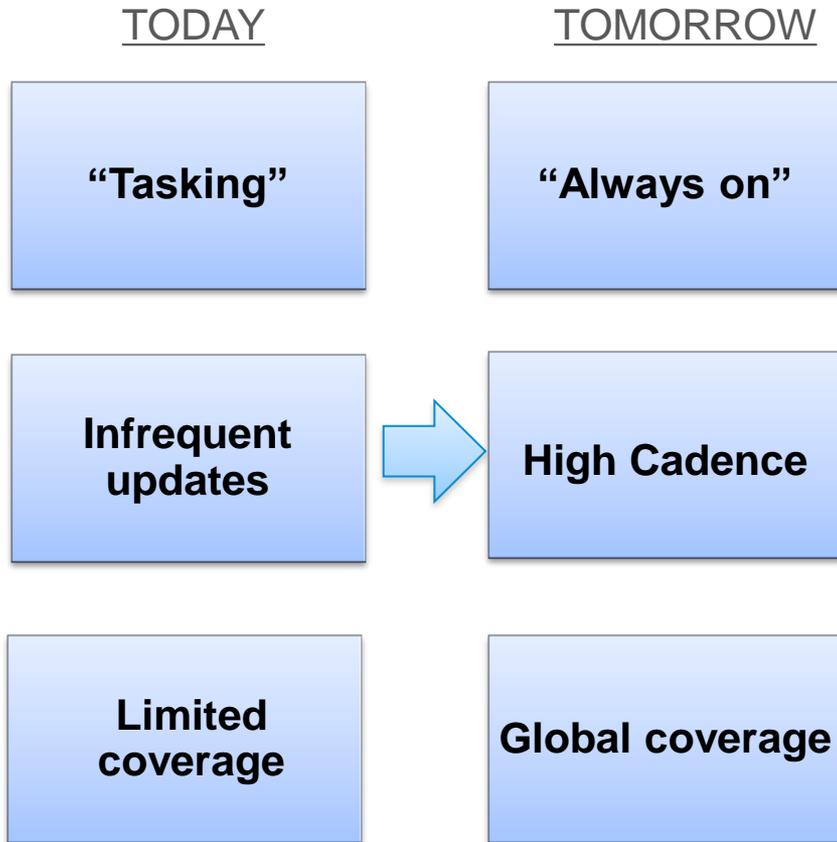
# Flock 1 first image





# Coverage + Cadence

# A paradigm shift of coverage and cadence



## SO WHAT?

### ***Before***

- Fresher before, during and after data
- Enhanced offerings in ‘under covered’ regions

### ***During***

- Not just day #2, but days #2 → 30
- High temporal resolution

### ***After***

- Near real-time wide area information
- Reactive → Predictive over time
- Tip & Queue (e.g. sat + airborne)
- Statistically rich information for analysis (previous N = 1, 2, 3; now N = 10, 100, and up)

# A paradigm shift of coverage and cadence

## **Always-on imaging capabilities**

- Ongoing imaging by the Flock supports analysis at any scale during any time of year

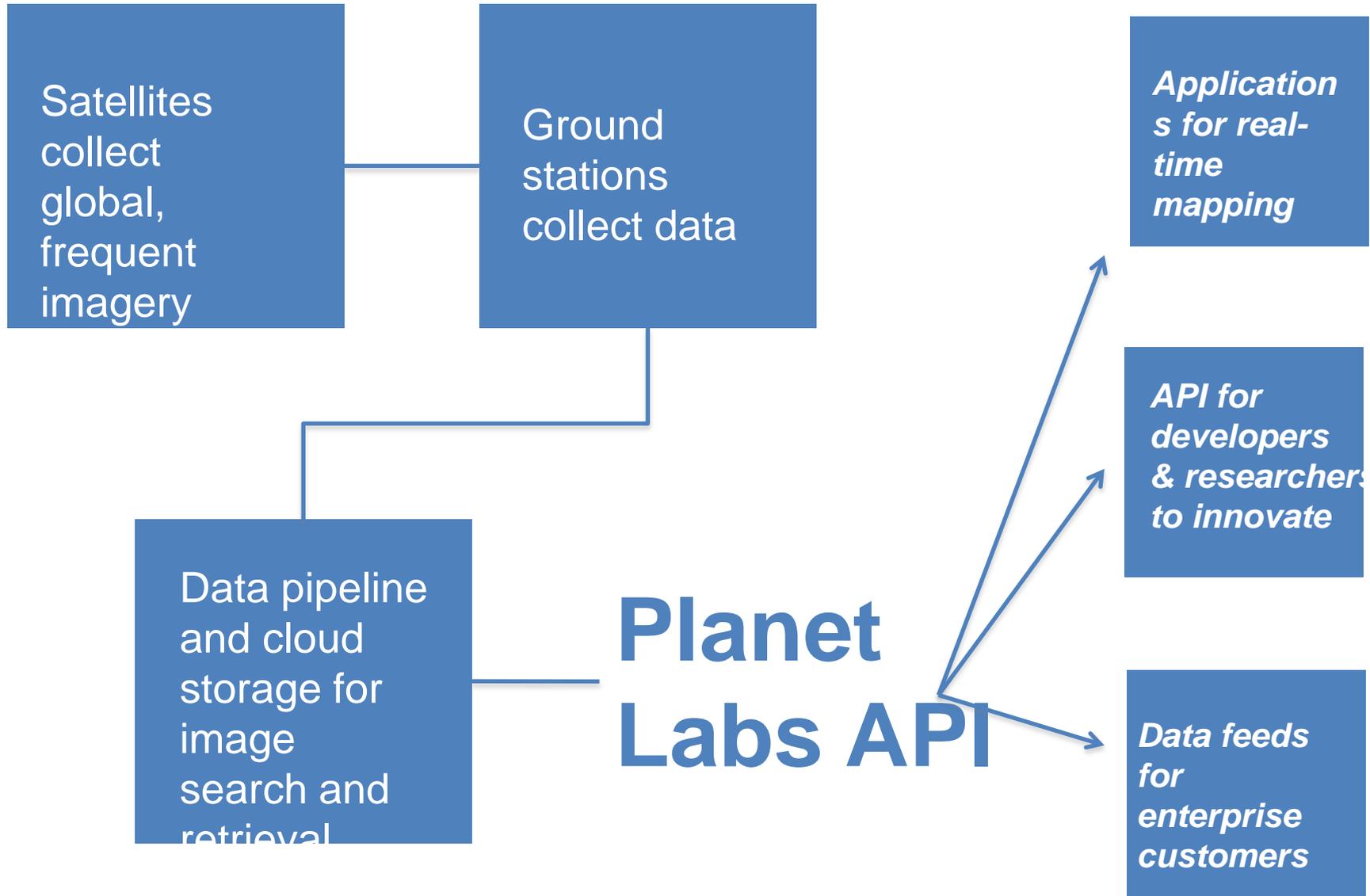
## **Address market gaps**

- Under-analyzed and remote geographies
- “Cloud beleaguered” geographies
- In-season phenomena, extended time & geographies

## **Robust, time series imagery for the globe**

- Enables 4D imagery analysis
- Opens up true big data/analytics potential
- Extends the reach of mapping applications

# The Planet Platform: Data Pipeline & API



# Planet API

- A set of programming instructions and standards for accessing the Planet Labs repository of high cadence global earth observation imagery
- Planet Labs API provides functionality to design products and applications that leverage Planet Labs' constantly updated archive of whole-earth imagery
- API users can rapidly search, sort & access imagery for any geographic area collected at any desired dates

The image shows a sequence of three browser screenshots demonstrating the Planet Labs API workflow. The top screenshot shows the 'Storage' interface with a table of image files. The middle screenshot shows the details for a specific image, including its upload date and size. The bottom screenshot shows the 'Maps Explorer' interface, which displays a satellite image of a specific geographic area overlaid on a map.

Name	pass_at	upload_at	size
jenkin_synth_7	None	2013-09-25 22:40:17.184593	47098893
jenkin_synth_8	None	2013-09-25 22:50:57.634257	45239429
jenkin_synth_9	None	2013-09-25 23:36:03.570208	54396837
jenkin_synth_10	None	2013-09-26 00:32:06.073575	187401794
jenkin_synth_11	None	2013-09-26 01:27:27.118216	166751822
jenkin_synth_12	None	2013-09-26 02:30:53.525620	160982546
jenkin_synth_13	None	2013-09-26 03:35:08.522610	242283278
jenkin_synth_14	None	2013-09-26 04:28:56.058834	220153642

scenes / demo\_rectify / jenkinsynth\_2000

thumbnail  
sample  
map

pass\_at  
None  
uploaded  
2013-11-21 02:29:09.371997  
size  
78622010

storage.athq.pl/v0/scenes/demo\_rectify/jenkin\_synth\_2000/thumbnail

storage.athq.pl/v0/scenes/demo\_rectify/jenkin\_synth\_2000

Maps Explorer

# Flock 1 imagery

- Very high temporal resolution (weekly to daily)
- High spatial resolution (3-5m)
- Moderate spectral resolution (RGB; NIR)



# 2014 – the Planet platform year

## **Flock 1 Constellation**

- Commissioning and adding to the constellation
- Growing ground segment

## **Data pipeline & API**

- Early Flock 1 imagery available
- Introduce open API

## **More iteration, more improvement, more launches**

- Satellite design iteration
- Imagery enhancement (NIR)

# 2014 targets

- Global coverage
- Weekly to daily refresh

How do we get there?



# Agile aerospace wants you

- Call for participation
- Agile aerospace means we implement new features very rapidly
  - We iterate on product every 60-90 days and match iteration with launch opportunities
- We take “image professional” feedback seriously

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beau@planet.com