

MundoGEO#Connect
Sao Paulo, Brazil

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Leveraging the Information Cloud in Dynamic GIS

Joel Campbell – President – ERDAS
June 14, 2011



- The Changing Industry
- Live Link and Change Detection
- The Dynamic GIS
- Sensor to Internet
- Closing Remarks

The First Generation



1800s - 1980

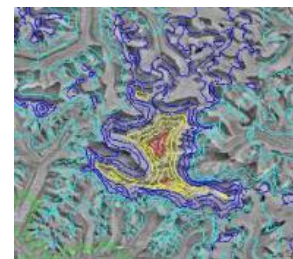
WILD
HEERBRUGG

1920 – Wild
founded in
Heerbrugg,
Switzerland

1819 – Kern founded
in Aarau, Switzerland



1969 – Intergraph
founded as M&S
Computing



1978 – ERDAS, Inc.
founded



Analog technologies
were used to make
hardcopy maps



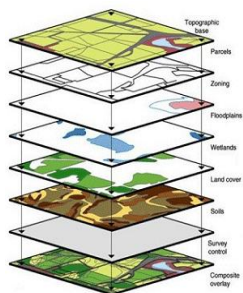
Measurement Technologies
were perfected from
companies like Leica

Birth of GIS; Digital
Mapping Generation

The Second Generation

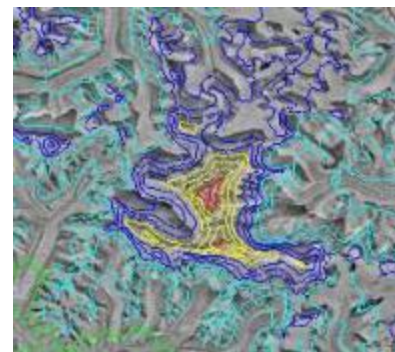
1980 – 1990

1980 – M&S
Consulting changes
name to Intergraph



Digital Photogrammetry

Commercialization of
Remote Sensing Satellites



The 2-D Mapping Generation

The '2D Mapping'
Generation

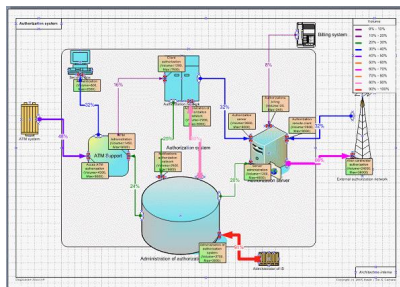
The third Generation



1991 - 2000

Relational
databases to
share information
within an
organization

1999 – Z/I Imaging GmbH
begins as joint venture
between Carl Zeiss and
the Intergraph
photogrammetry division



2000 – Intergraph exits
the hardware business
and restructures around
vertically-focused
divisions for software,
systems integration and
professional services



The Internet Age;
Beginning of the 3-D
Generation

Broadening of market from
professional users to
prosumer and consumers of
geospatial information



The Fourth Generation



2001 - 2010

2001 – Leica Geosystems acquires ERDAS, Inc. & LH Systems; rebrands entity as Leica Geosystems GIS & Mapping (later LGGI)



2002 – Carl Zeiss' shares of Z/I Imaging are sold to Intergraph



2005 – Hexagon purchases Leica Geosystems; maintains Leica identity

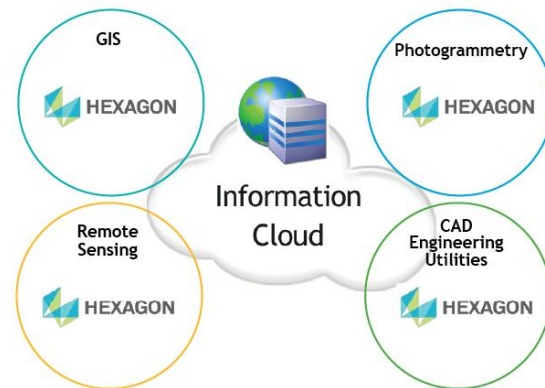


2006 – Intergraph is purchased by private investors



2007 – LGGI acquires Acquis, Inc., ER Mapper, & IONIC Software

The Hexagon Advantage



2008 – LGGI rebrands itself as ERDAS Inc.



2010 – Hexagon purchases Intergraph



Mobile, 'On-Demand' Generation
"I want it now!"

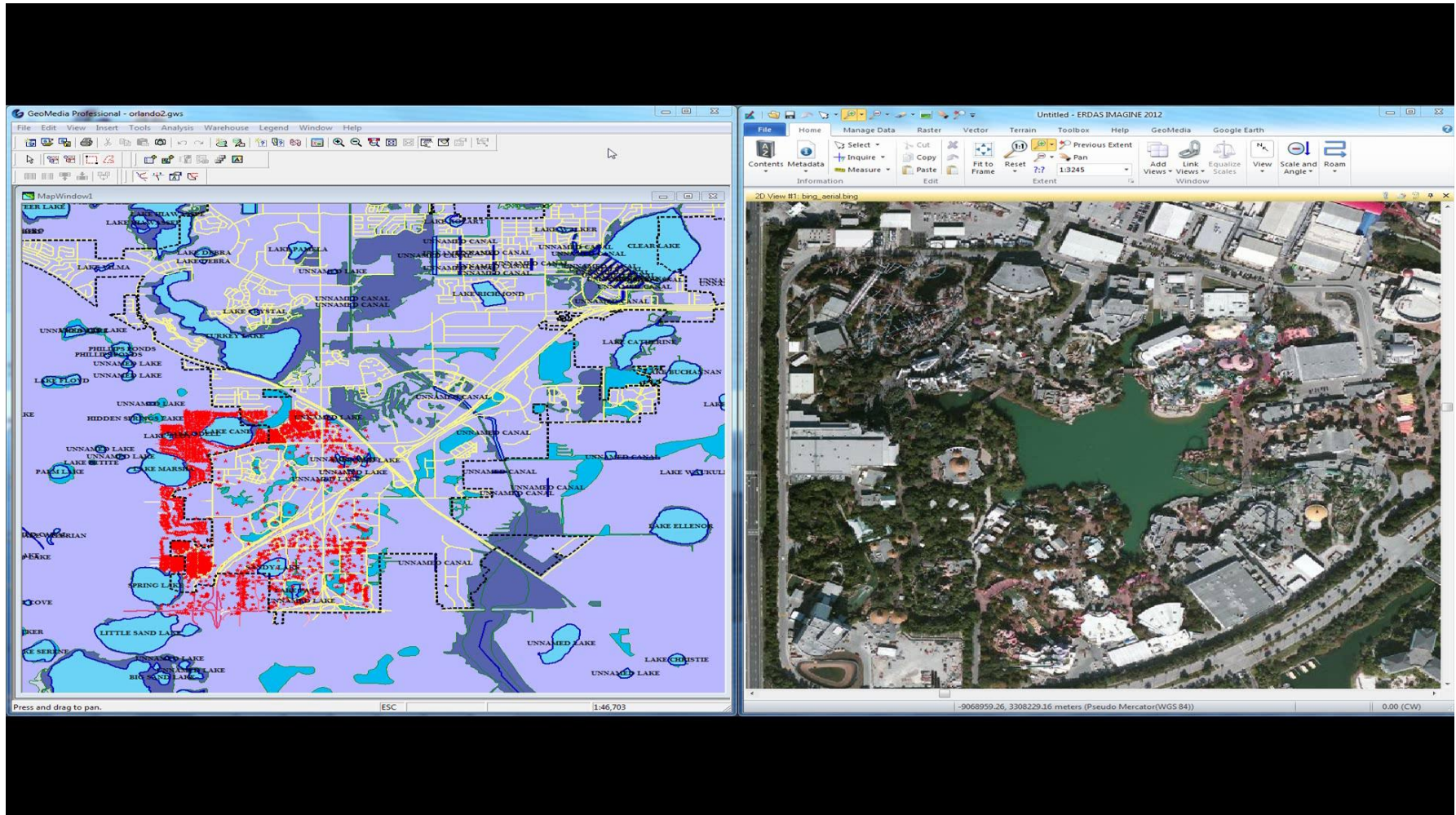


Instant Messenger & Online Social Media

Synthesis of IT, Internet, Business Systems and Geospatial Technology to create true Decision Support Systems



ERDAS IMAGINE & GeoMedia Live Link

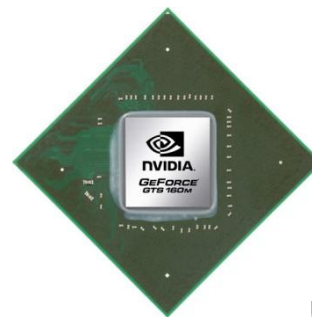


The Fifth Generation



2011 - future

Hexagon rebrands



Emerging capabilities & technologies

Full Motion Video

Enhanced Radar

Hyperspectral

GPU Processing

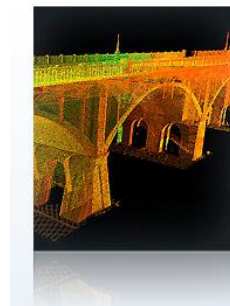
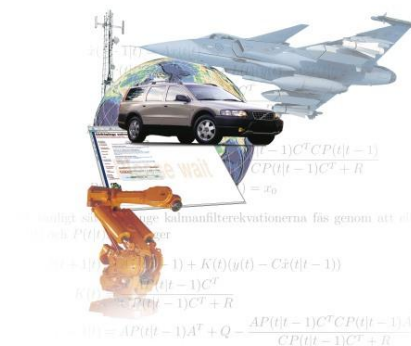
Distributed Processing

“5” – D technology

‘Go to the Cloud’

Policy & Best Practices

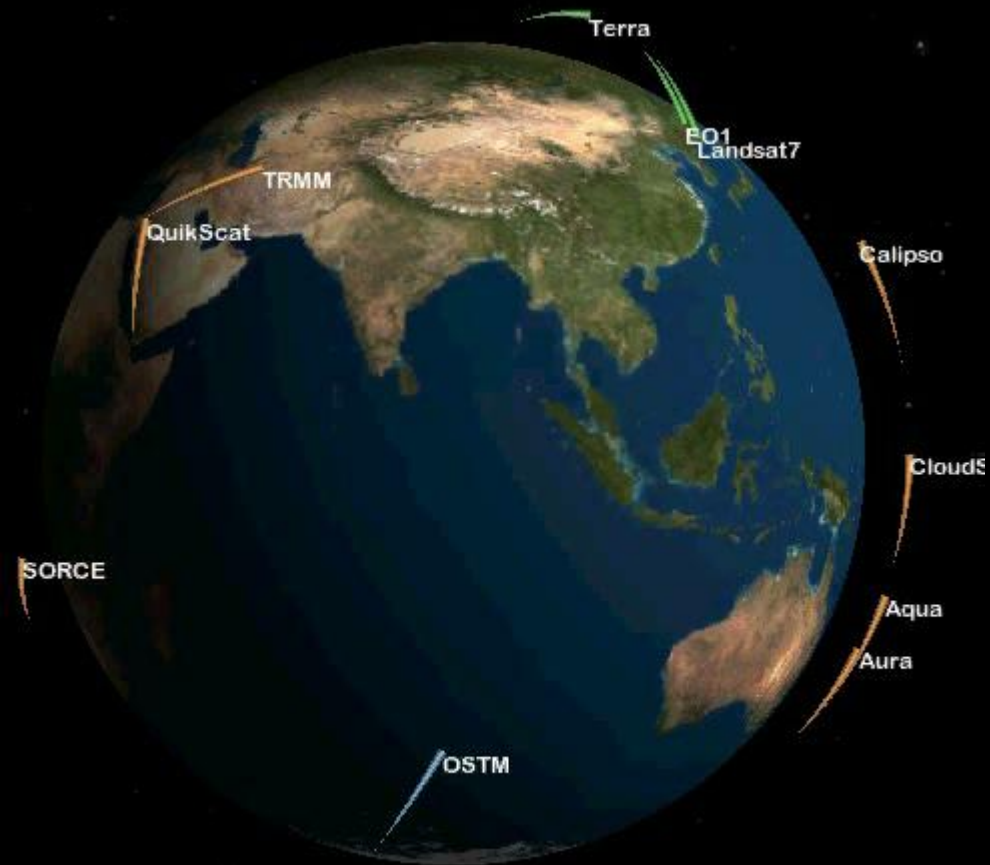
Market Expectations

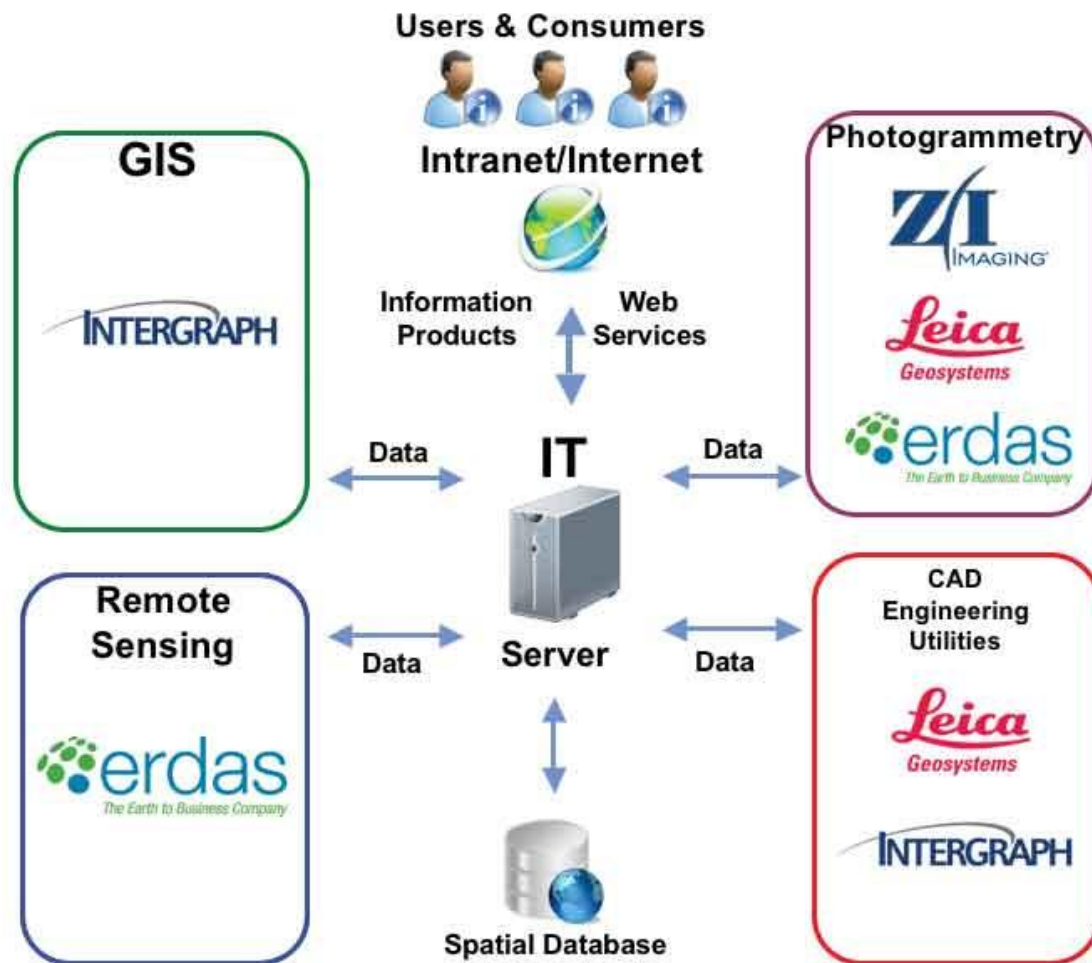


Every day
the World
changes...

AND

Every day a
constellation
of sensors
record the
change





- An integrated geospatial system, the Dynamic GIS is able to translate change, on the fly, into actionable information
 - Combining the strengths of Intergraph, ERDAS, and Leica Geosystems technologies, Hexagon now offers the industry's most comprehensive set of geospatial solutions, aligning all the vehicles necessary to make the Dynamic GIS a reality
- Completely connecting sensors to software and software to solutions (through specific vertical market services) ultimately provides a means to protect lives, infrastructure (property), and society
- Brought together, we are starting from a position of strength
 - Leica Geosystems' and Z/I Imaging's technology capture terabytes of imagery that can be used to create and extract valuable geographic information
 - ERDAS has a legacy of pioneering image processing and raster handling, maximizing the pixel
 - Intergraph built a vector-based strategy to build land bases and databases of geospatial intelligence and provides differentiated and vertically-focused software solutions to core industries that use geospatial data
- The Dynamic GIS supports the complete geospatial information lifecycle

Translating Change into Real-time, Actionable Information

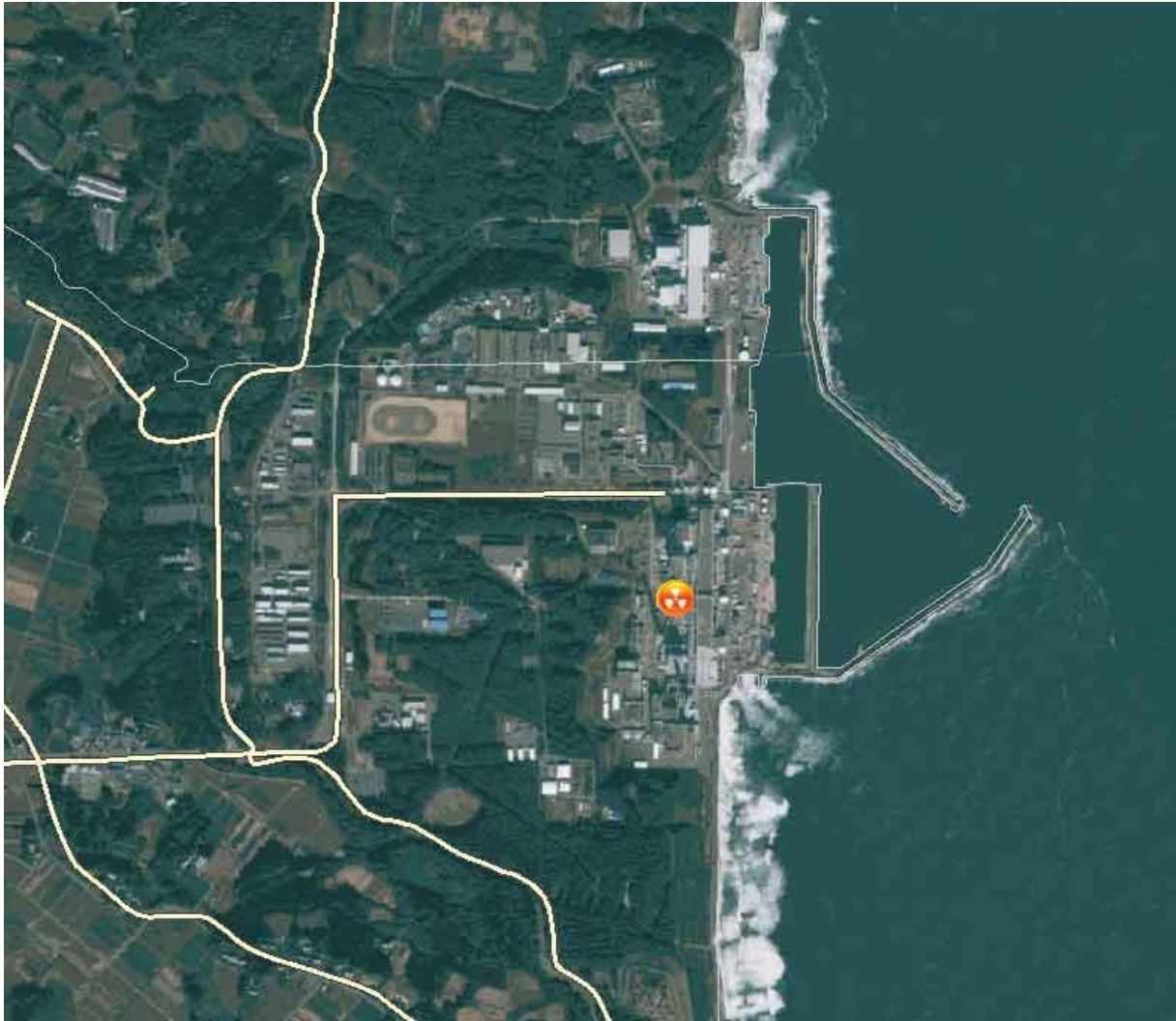
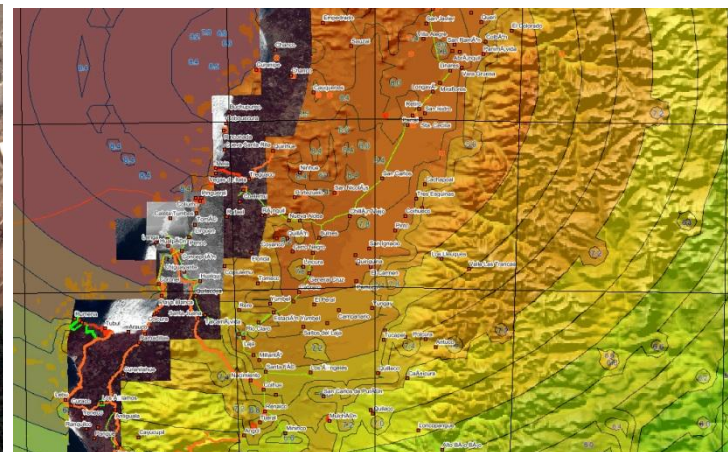


Image indicates nuclear power plant in Fukushima, Japan. One-meter resolution image provided by GeoEye IKONOS, collected on March 12, 2011.

Change Drives the Geospatial Information Lifecycle



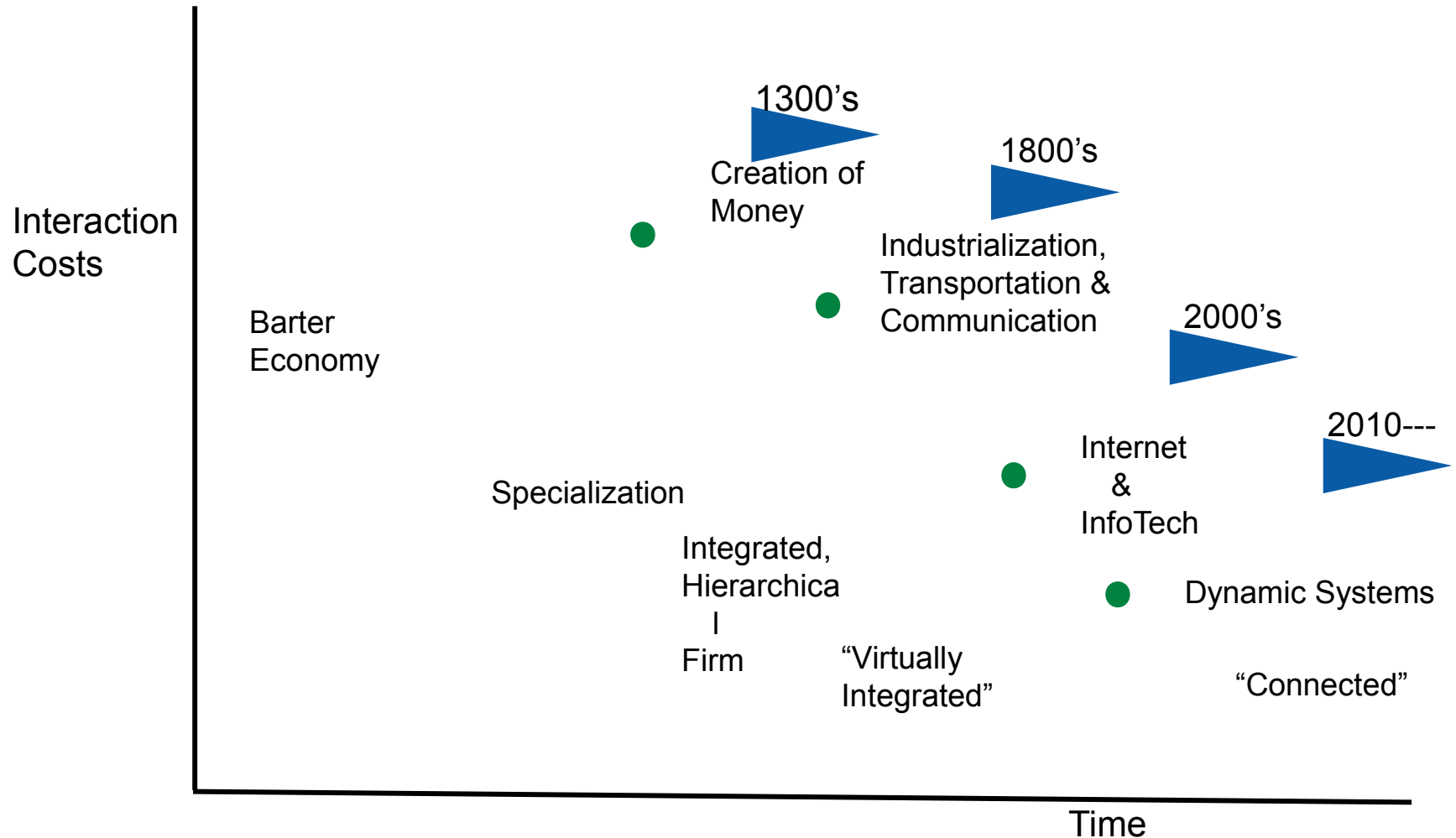
Access Geospatial Web Services for Haitian Earthquake Efforts

[Click here for more information](#)

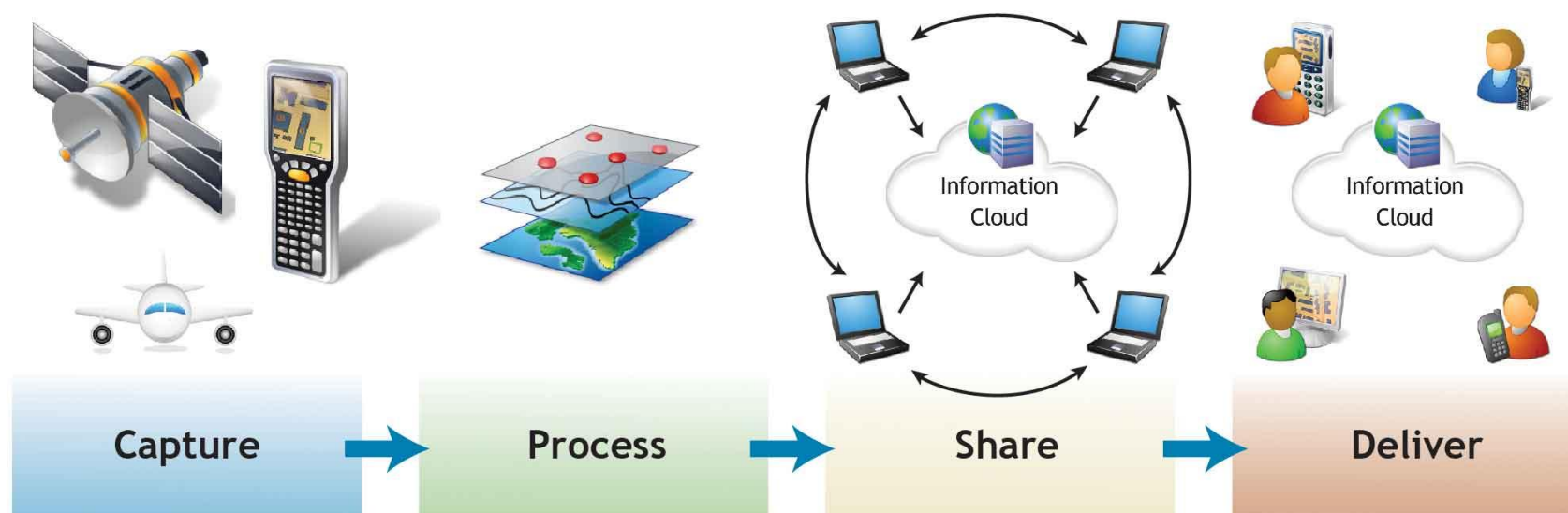
Technology Enables Productivity



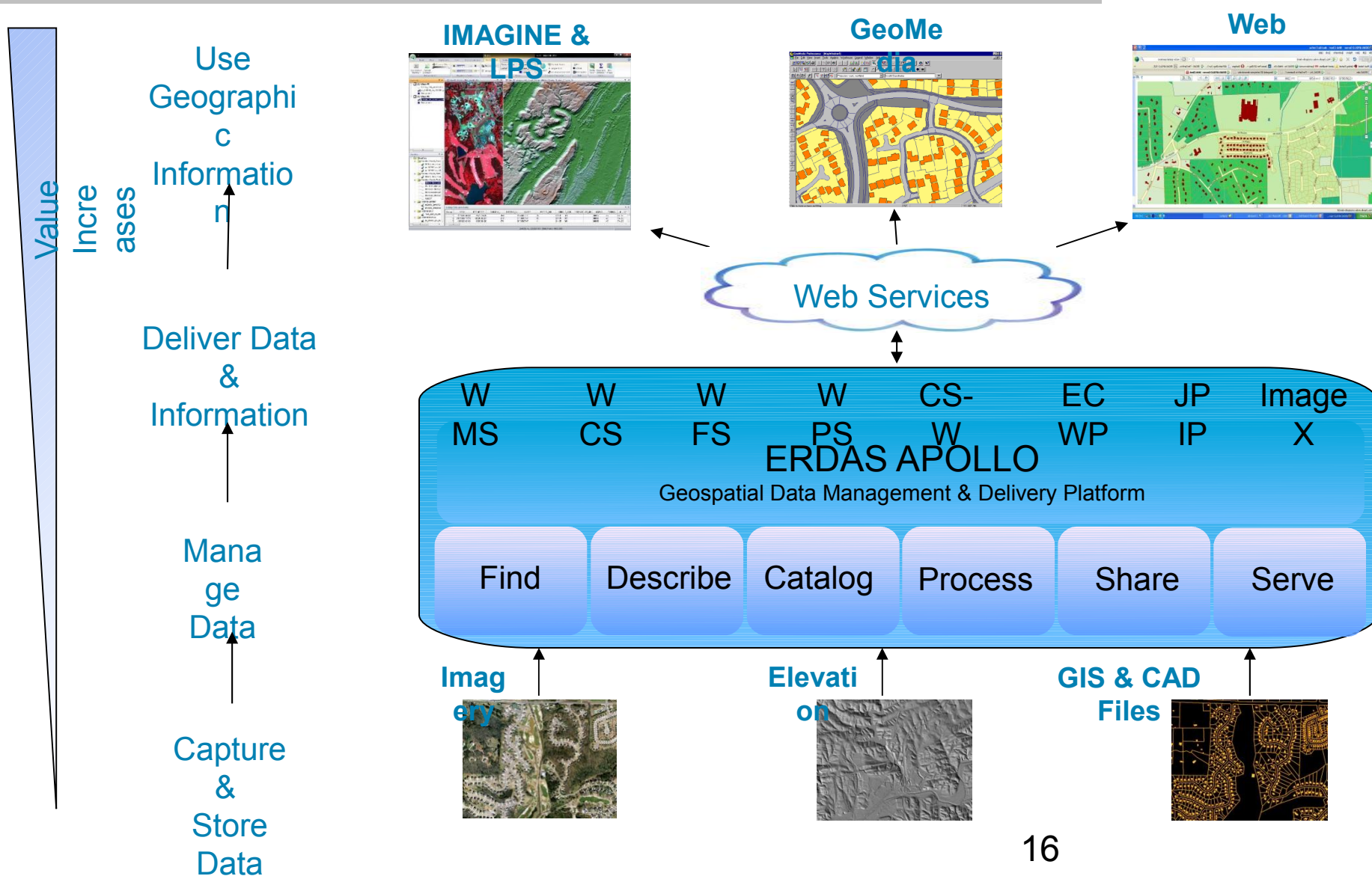
By Reducing the Costs of Transactions



Geospatial Information Lifecycle

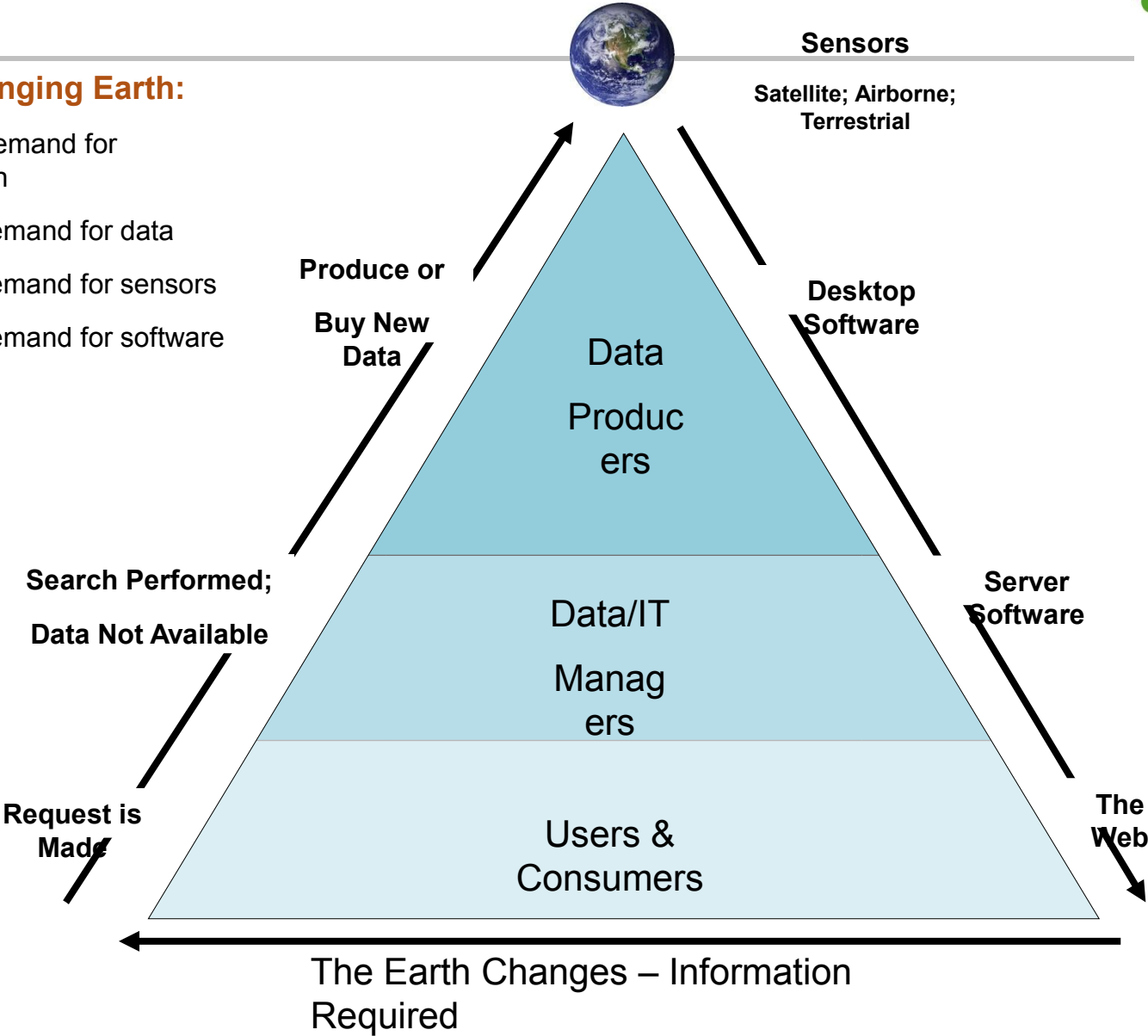


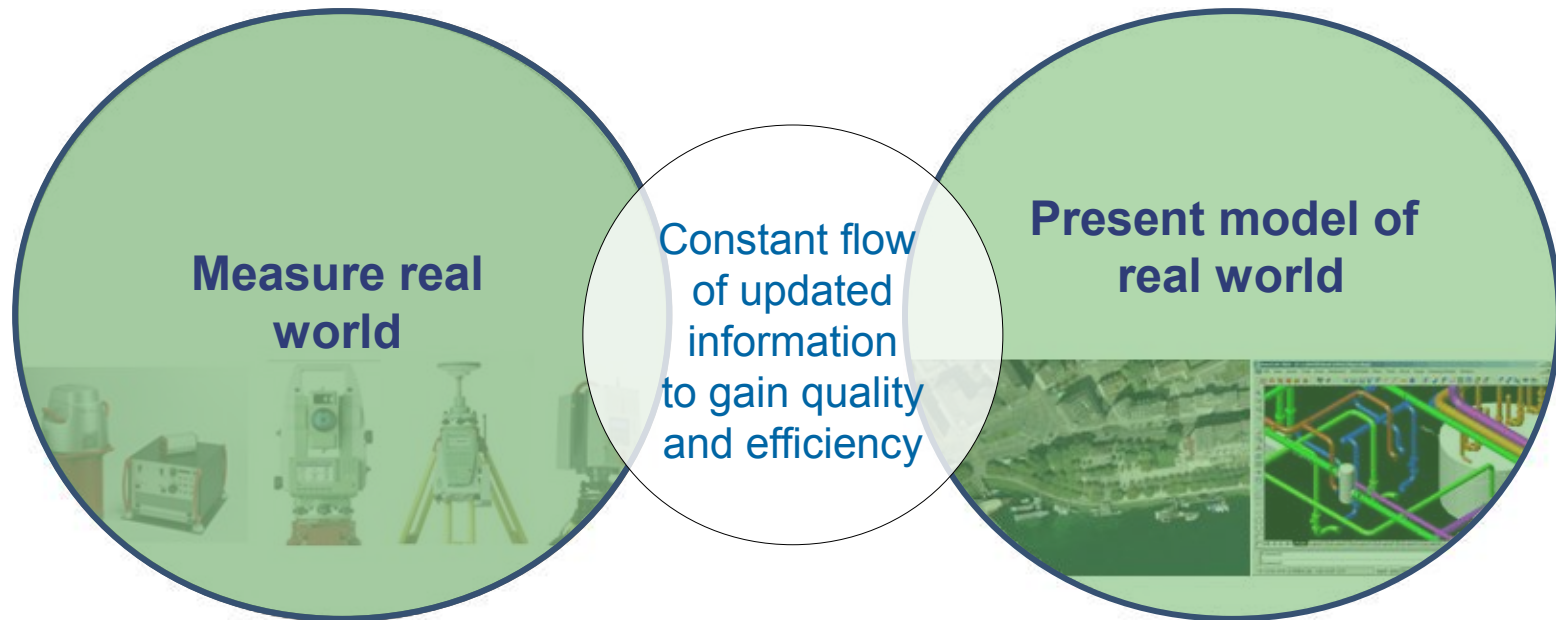
Our Approach: From the Sensor to the Internet



The Changing Earth:

- Drives Demand for Information
- Drives demand for data
- Drives demand for sensors
- Drives demand for software

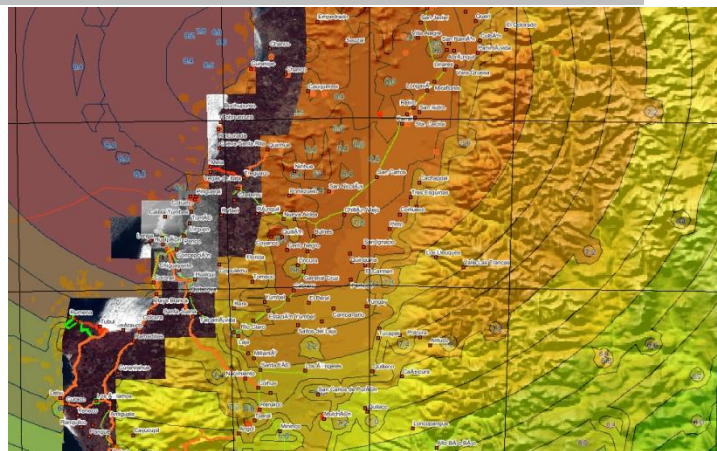




Change real world

The Dynamic GIS

- Internet
- Interoperability
- Mobile
- Cloud computing
- Requires Data That Is.....
 - Timely
 - Accurate
 - Authoritative



Transforming Your Data into Information



Are You Creating the Map of the Future?



The Intelligent Image is Here.

With ERDAS, transform your data into the map of the future. We provide the remote sensing, photogrammetry, GIS and enterprise solutions you need to complete your project:

- ERDAS IMAGINE®
- ERDAS ER Mapper
- LPS
- ERDAS Extensions for ArcGIS
- ERDAS APOLLO

Find out more at www.erdas.com or by contacting us at info@erdas.com or 1 877 GO ERDAS.

Decode the mystery message by March 30, 2010 and enter to win a Nintendo Wii and Guitar Hero! Register at www.erdas.com/mystery

Emergency
Landing Zone
(34° 10' 47.98" N,
84° 25' 08.70" W)



The Earth to Business Company

Thank You!

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Muito Obrigado!