

54th Photogrammetric Week

From Sensors to Information The evolution continues

Jack Ickes

09.09.2013
Stuttgart, Germany



- when it has to be **right**



54th Photogrammetric Week

AGENDA

- 01** Welcome / Change Detection
- 02** Market-Leading Sensors
- 03** Strengthened Sensor Workflows
- 04** Expanded Geospatial Solutions
- 05** Closing

CHANGE DETECTION

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Change Detection

2011



Home – Huntsville, Alabama



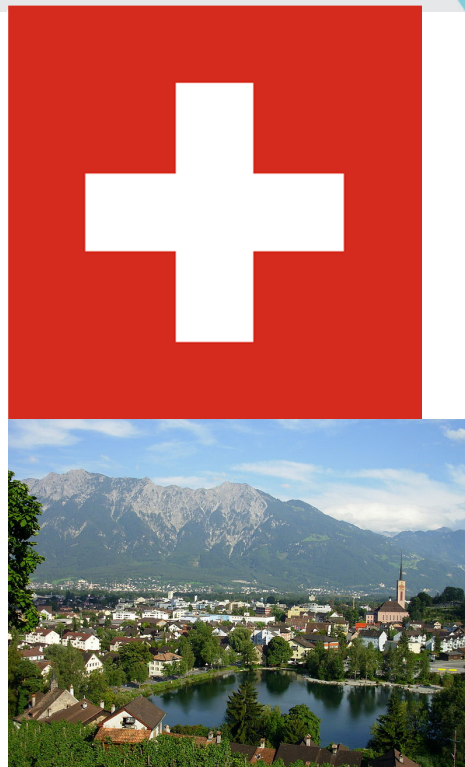
2013



Home – Buchs, Switzerland

No International Incidents – so far.

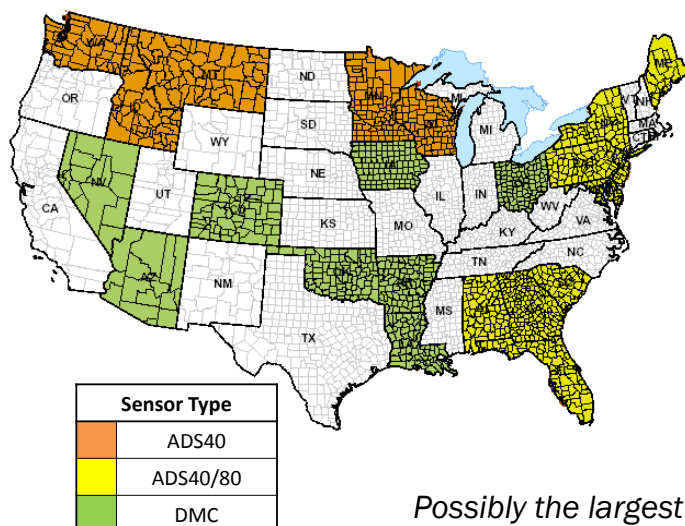
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USDA NAIP Program

U.S. Department of Agriculture
National Agriculture Imagery Program

Largest recurring Imagery program in the world. Complete acquisition of the continental United States on a 3-5 year cycle.



2013 Acquisition:

- 2.72M Km²
- This equates to an area:
 - 6X the size of Sweden
 - 7.5X the size of Germany
 - 66X the size of Switzerland
 flown during a 4-5 month period!
- 100% of all imagery acquired in the NAIP program is by Hexagon Sensors

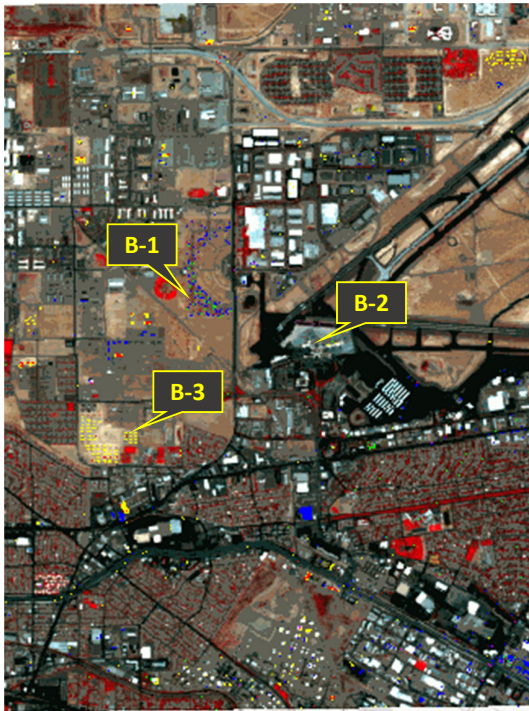
Possibly the largest success of our sensor portfolio!

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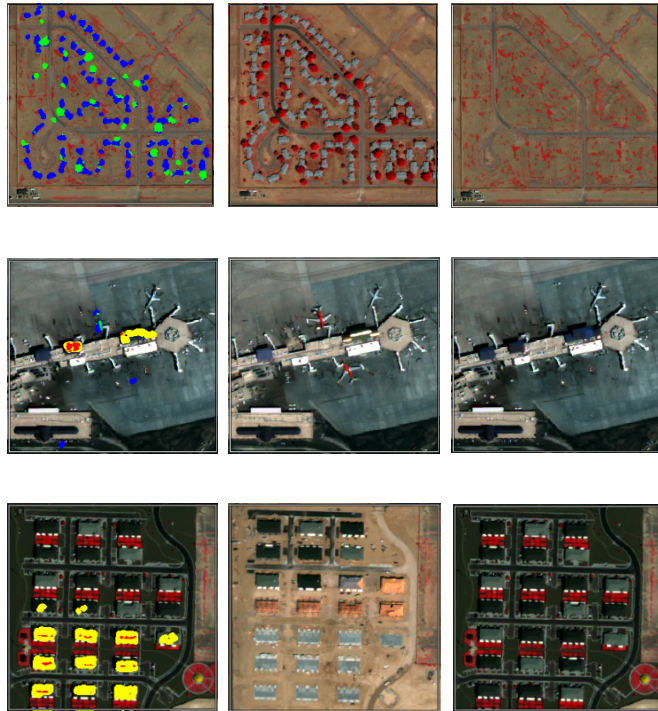
Information taken from USDA NAIP Website.



5 Band Data



Produces very clean change detection



MARKET-LEADING SENSORS

NEW Leica ADS100 Airborne Digital Sensor



Technical Features

- 20000 nadir pixel swath in RG(G)BN
- 5µm pixel size, with TDI
- FOV 77°, 1000m AGL, 8cm GSD, 1600m swath
- RGGBN Pentachroid in FWD, BWD, NADIR
- Cycle time 0.5ms
- Stabilized lens system
- Reduces size and weight of system by 15kg

How do our customers benefit?

- Almost doubling performance
- Improved reliability
- Unified aircraft installation
- Reduced cost of ownership

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NEW Leica RCD30 Oblique Sensor



Key Features

- 80MP sensor upgrade for all RCD30
- All existing sensors can be upgraded at low cost

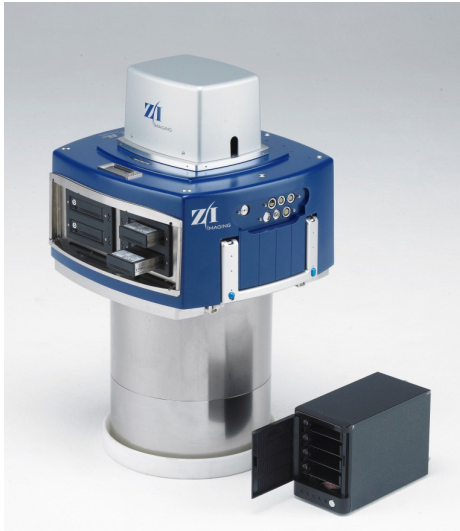
How do our customers benefit?

- Bigger footprint size, more effective flying
- However, 80MP has less light sensitivity than 60MP, longer exposure times are expected

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NEW Z/I DMCIIe



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Technical Features

- Redesign of DMCII sensor head to accommodate shared components
- Uses MM30 storage
- SPAN GNSS/IMU boardstack included
- Export free IMU available
- Operates in Leica environment (FlightPro, PAV100)
- Upgrade Path from DMCII

How do our customers benefit?

- Unified aircraft installation
- Reduced cost of ownership for Leica customers to own Z/I product



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SP3 version provides increased sensitivity and radiometric performance for a variety of applications

- City modeling
- Power transmission line modeling / re-rating
- Power distribution line vegetation management





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- Hexagon acquired the GeoSoft, a developer of the Pegasus Software for Mobile Mapping, in June of 2013
- Pegasus will be the foundation of our entry into the Mobile Mapping space.
- We believe the market is ready for high-end professional-grade solution.
- Leica Scanner customers will have the option to take their scanners mobile.



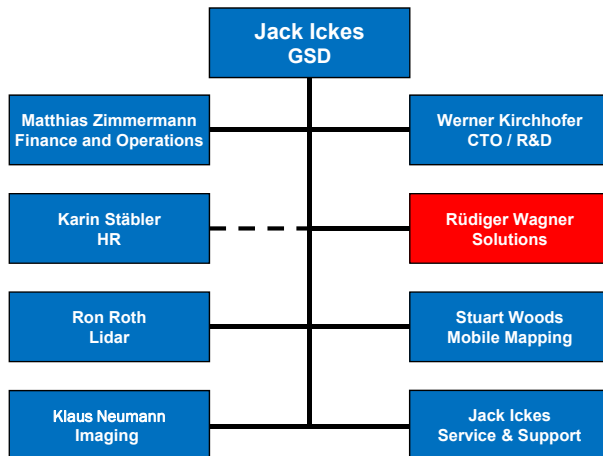
STRENGTHENED SENSOR WORKFLOWS

World Class Solutions Focus Required Organizational Changes



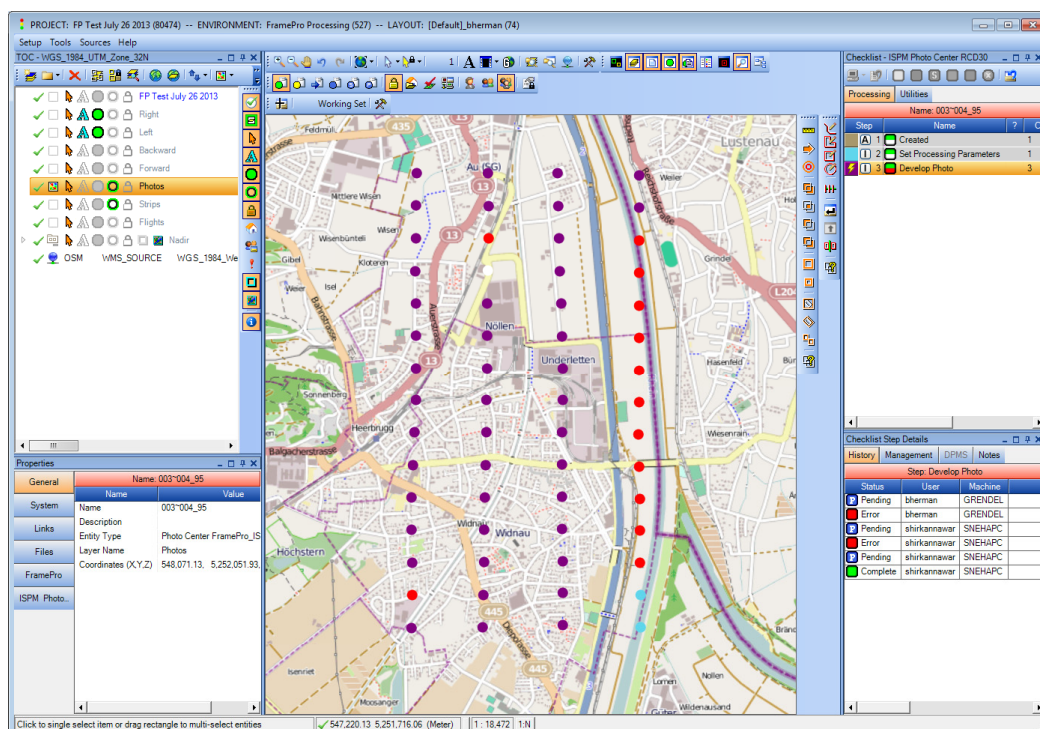
15 April 2013

Ruedi Wagner appointed to lead the newly formed Business Unit "Solutions" within GSD.



1. Expand and strengthen workflow solutions for sensor portfolio
2. Provide added value information for the content initiative
3. Explore new models and geospatial solutions outside of GSD

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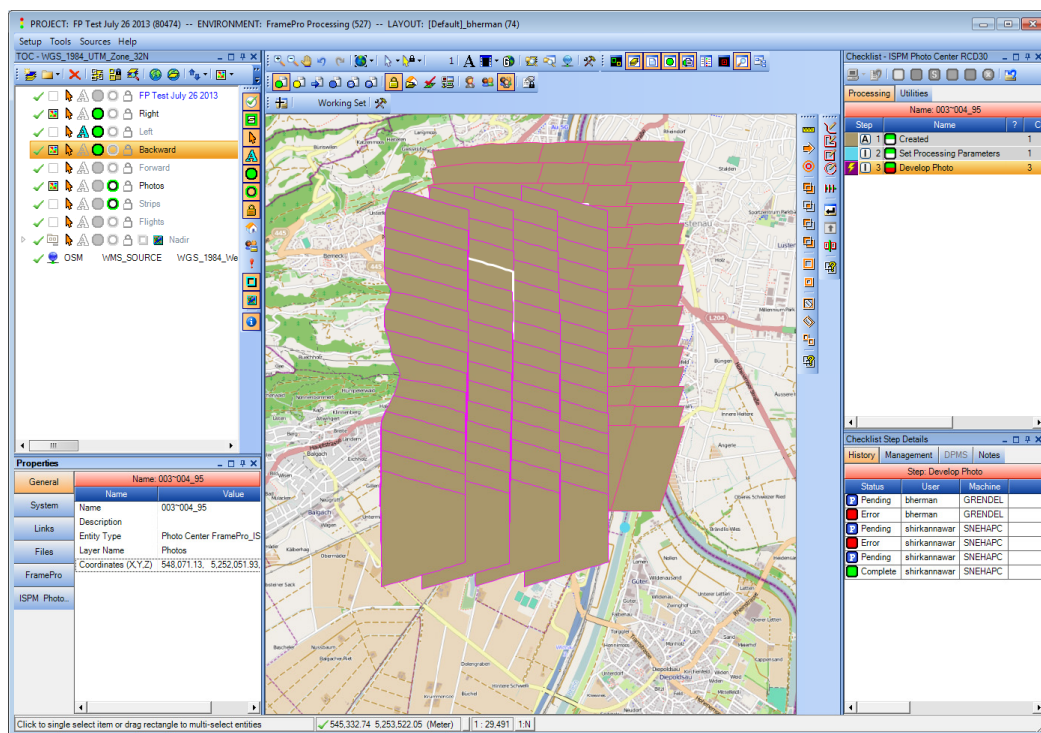


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INTEGRATING THE GEOSPATIAL WORKPLACE

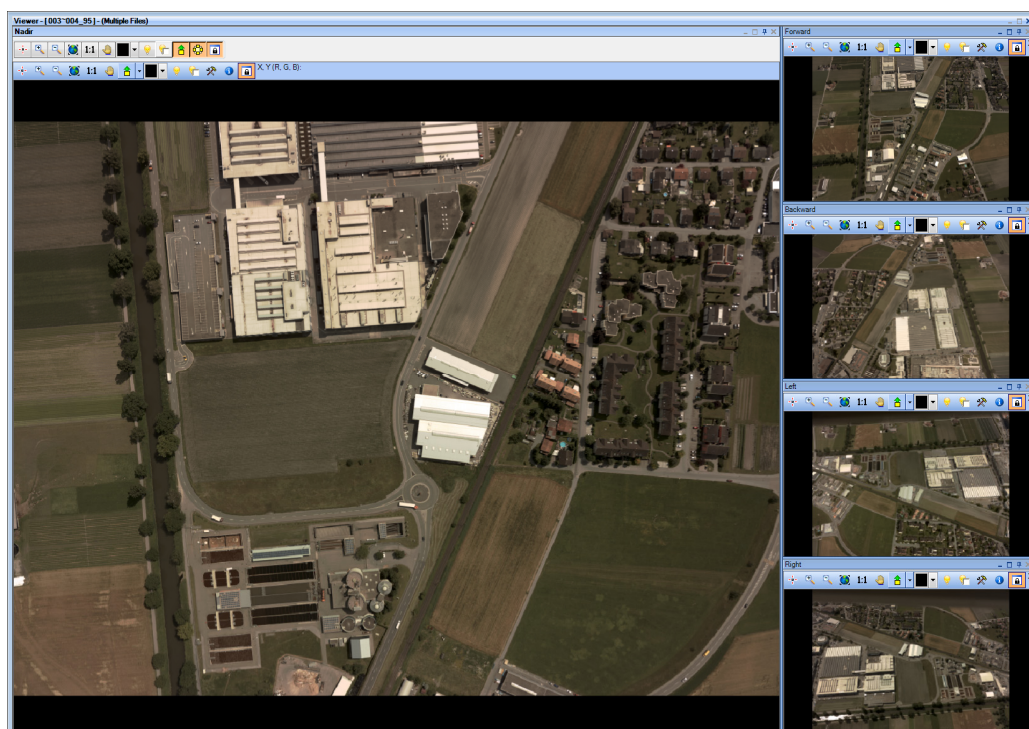




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INTEGRATING THE GEOSPATIAL WORKPLACE

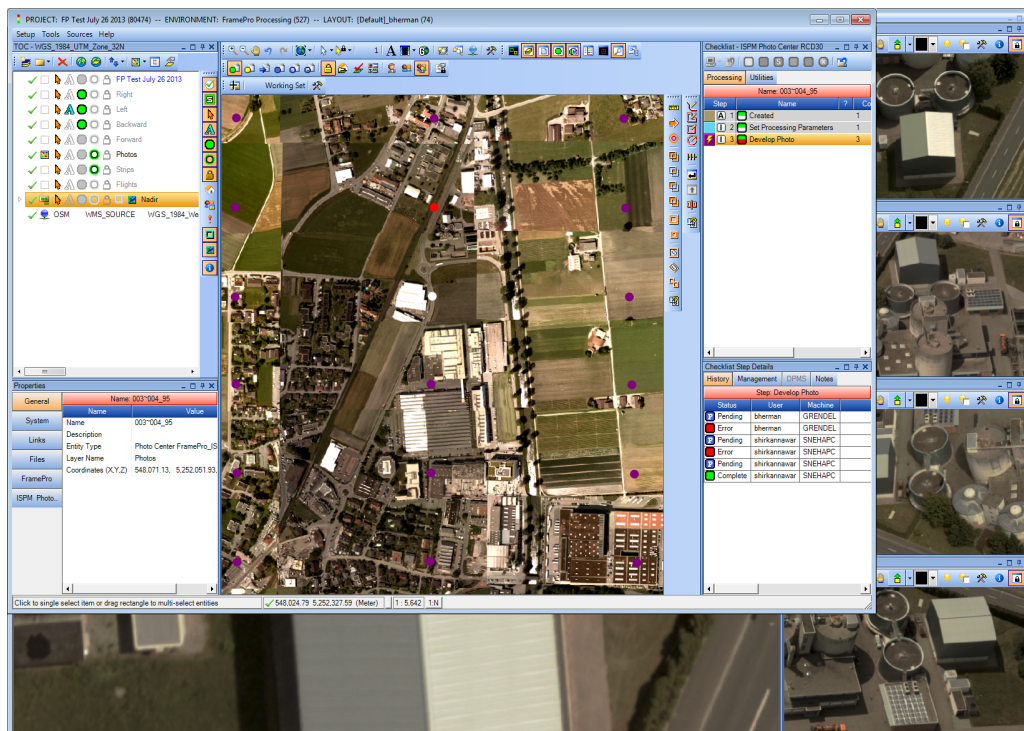


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INTEGRATING THE GEOSPATIAL WORKPLACE





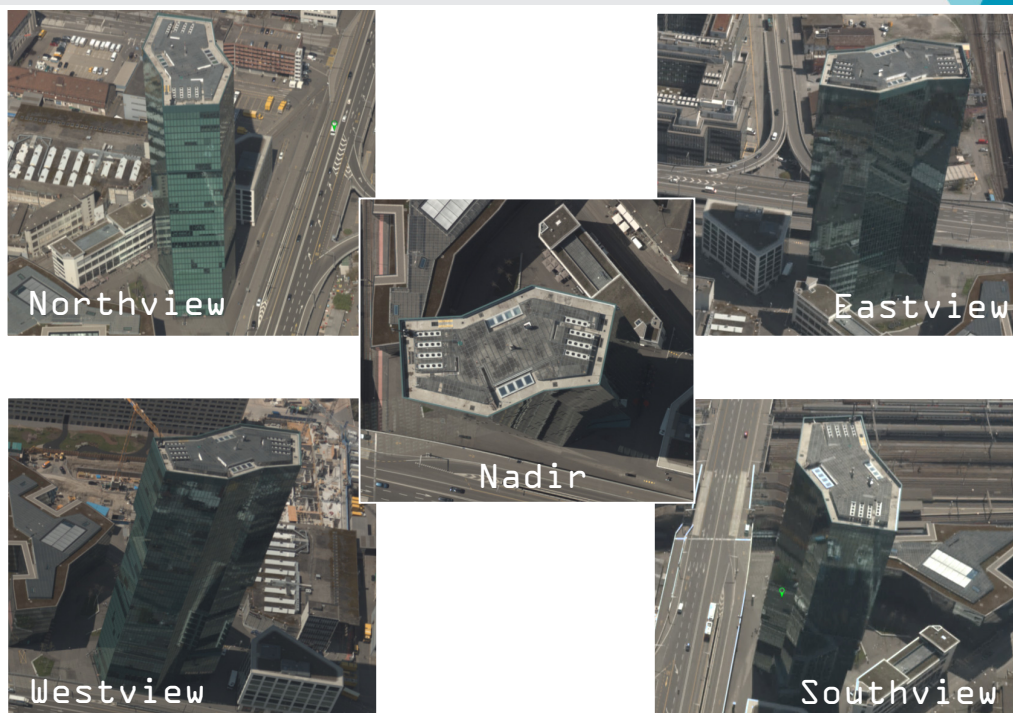
EXPANDED GEOSPATIAL SOLUTIONS



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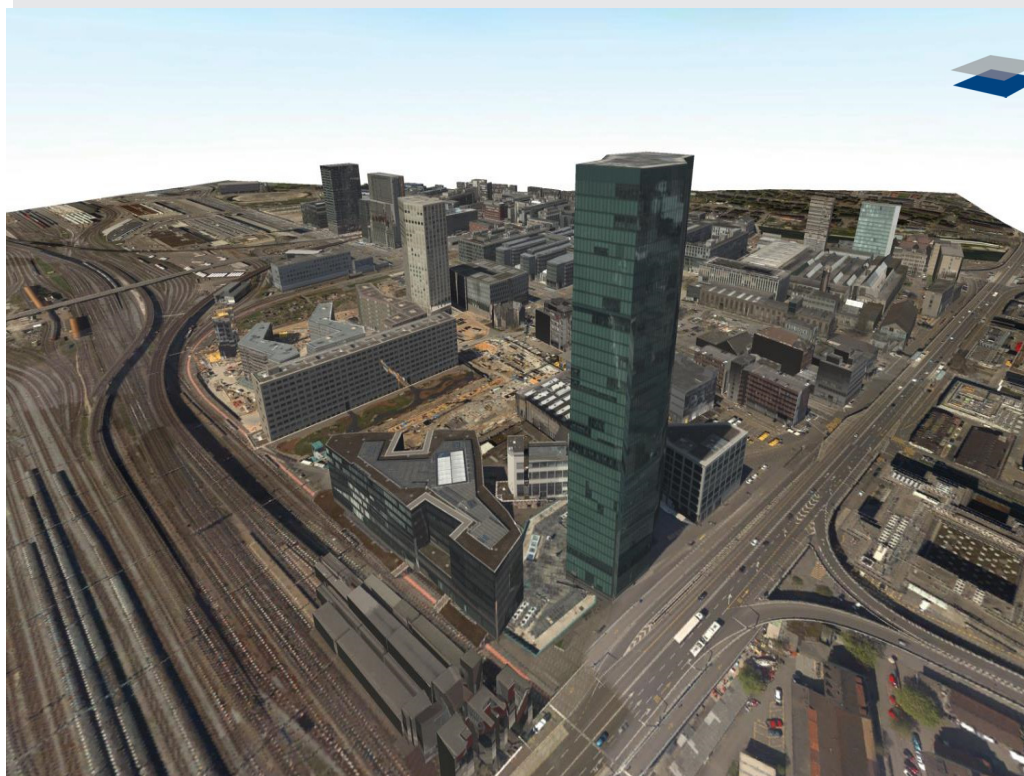


INTEGRATING THE GEOSPATIAL WORKPLACE



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tridicon

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HEXAGON



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CLOSING

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Closing



- Buckle up – The next 2 years will be more dynamic than the past 2.
- Hexagon is committed to market-leading Geospatial solutions. We can help make the ride fun!
- I wish you a great time this week in Stuttgart.
- May you connect with old friends.
- Make some new ones.
- Leave smarter than when you arrived!
- Thank you