

# The GeoEye Foundation— Changing our world from above

—by Matt O’Connell, GeoEye CEO

National security, Google Maps, and far-fetched spy-movie plot lines—these are the typical things that come to mind when one thinks of remote satellite imaging. Rarely do we consider how this geospatial technology can be applied to practical real-world situations that can help preserve the environment and even save human lives. Thanks to the GeoEye Foundation, more people are learning about the practical, everyday and life-saving uses of geospatial technology.

GeoEye, Inc. established the GeoEye Foundation ([www.geoeyefoundation.org](http://www.geoeyefoundation.org)) in March 2007 with the belief that the Company should share its technology and resources to help others better understand humankind’s impact on the Earth. The Foundation provides imagery to researchers both in the United States and abroad to investigate and help solve the world’s most pressing problems. Through the Foundation, students, scholars, and non-governmental organizations (NGOs) can apply for imagery awards to support research or to help NGOs in their missions of humanitarian support and disaster relief.

The GeoEye Foundation is able to provide imagery to researchers because of GeoEye’s extraordinary technological advances in the field of geospatial technology, specifically the development and launch of GeoEye-1, the world’s highest-resolution, commercial Earth-imaging satellite. As new GeoEye-1 imagery continues to populate GeoEye’s digital library, the Company grants imagery awards at no cost to support research across many fields of study.

Applications for imagery awards span many disciplines. The Foundation has donated over 120,000 square kilometers of imagery to more than 140 researchers and non-governmental organizations since its inception in early 2007. Students have used the Foundation’s imagery for archaeology, coastal zone management, land cover assessment, climate change monitoring, forestry, geospatial intelligence, and many other areas of interest.



A GeoEye-1 image of Cancun, Mexico, taken on July 31, 2009.

Non-governmental organizations have often used GeoEye-1 satellite imagery for humanitarian relief and disaster response.

In 2010, the Foundation awarded imagery grants for monitoring glaciers in Antarctica, measuring beach erosion off Cape Canaveral in Florida, mapping protected animal reserves in Africa, and studying urban sprawl in Mexico, just to highlight a few examples. A number of these projects would have been impossible without the imagery provided by the GeoEye Foundation.

The Foundation’s growth since 2007 is a true measure of the organization’s impact. Since its founding, requests for imagery have grown steadily, from just a handful to a dozen or more requests every week. As the Foundation continues to grow, an increasing number of students and a new generation of innovative researchers and diverse organizations will be able to apply geospatial technology to research and decision making aimed at meeting local, national, and global challenges for years to come.