

WorldView-3 Launch Sales Force Talking Points

- As a valued customer and trusted partner of DigitalGlobe, I am delighted to be able to discuss some recent and exciting news.
- Today, we announced that we have successfully launched the WorldView-3 satellite.
- The addition of this satellite to our industry-leading constellation will ensure customers have increased access to the greatest satellite remote sensing capabilities in the world.
- 30 cm represents the highest satellite resolution commercially available following the US Department of Commerce's recent relaxation of resolution restrictions.
- WorldView-3 collects natively at 31 cm, making it the highest resolution commercial imaging satellite in the world.
- SWIR stands for Short-Wave Infrared. These bands add spectral coverage to the invisible range.
- By focusing on specific bands that pass easily through substances such as CO₂ and water vapor, customers using SWIR bands are now able to detect objects on the other side of them, rendering these obstructions invisible.
- The CAVIS instrument brings an unprecedented level of consistency in data, paving the way to standardization of satellite imagery.
- CAVIS stands for Clouds, Aerosols, Water Vapor, Ice and Snow, and corrects for the inconsistencies caused by certain conditions, offering standardized imagery no matter where or when the data was captured.
- This standardization will introduce a new age of automated information extraction and feature detection.
- The additional capabilities that WorldView-3 will bring to the DigitalGlobe constellation will enable our customers, across a wide variety of industries and applications, to approach a totally new problem-space.
- DigitalGlobe leads the industry in resolution, accuracy, spectral diversity, revisit rates, and other elements of quality.



- Make sure to visit our dedicated microsite – <http://worldview3.digitalglobe.com> for more details and information on how WorldView-3 can help to provide solutions to your geospatial challenges.
- We look forward to continuing to deliver new and unique value to our customers in the growing and dynamic geospatial market.
- We hope that you share our enthusiasm about the recent announcements regarding WorldView-3. We would not be in this position without you, our valued customers.
- We sincerely appreciate your business and thank you for your continued support of DigitalGlobe.