



## Company Profile

EarthMap Solutions, Inc. (EMS) is a Delaware corporation formed in late 2004 and headquartered in Longmont, Colo. EarthMap Solutions has developed the industry's strongest range of proprietary technology processes and products that are unrivaled for their calibration (for atmospherics), accuracy and consistency.

EMS offers customers in the agriculture, environmental and forestry sectors a unique line of information products generated, in map form, from imagery captured from a constellation of orbiting satellites and/or aircraft. EMS generates its products using an exclusive core competency: integrating modeling and proprietary vegetation measurement technology. Customers use these information products to make critical land management decisions.

Two predecessor companies provided the genesis of EMS's proprietary technology and intellectual property. RESOURCE21, LLC, was a satellite and information company (formerly owned by Boeing, Farmland Industries, BAE Systems and ITD) that invested \$100 million over eight years developing information systems. DigitalGlobe is a Longmont, Colo., company that owns and operates QuickBird, the world's highest resolution (61-cm) commercial imaging satellite. DigitalGlobe funded the development, automation and commercialization of products targeted to civil government, natural resources, and oil and gas markets.

In late 2004, DigitalGlobe made the decision to spin off its AgroWatch business unit and establish a natural resources company. That company became EarthMap Solutions, to which all operations, infrastructure and intellectual property were licensed.

Today, EMS holds intellectual property rights to the relevant information from its two predecessor companies and to all data processing capabilities from DigitalGlobe. Those assets combine with EMS's unique ability to create relevant time series and data sets, based on more than 10 years in the marketplace. EarthMap Solutions' executive team knows the marketplace, knows the customers and understands the intricacies of bringing remote sensing applications to users in the environmental, agricultural and forestry markets – something no one else in the industry has yet mastered.

EarthMap Solutions focuses its business on the agricultural, environmental and forestry markets that use multispectral imagery or feature identification techniques to identify, classify, benchmark and monitor vegetation and vegetative change over time. EMS's business operations support servicing these markets, with strategic advantages including the company's existing infrastructure, an established customer base, ongoing sales, automated product processing, data delivery systems and a 2.9 million-square-mile archive of imagery spanning four continents.

The agriculture market, EMS's largest customer base, is a prime candidate for vegetation management solutions. EMS targets the production agriculture, crop insurance and crop assessment sectors. To do so, the company has developed solutions for two challenges. On one extreme, growers and retailers require image products to cover large geographies and seek end user software to create locally customized action maps maximizing crop inputs and profits (plant growth regulators, plant nutrients, herbicides, pest control, etc.). At the other extreme, large agribusinesses seek partnerships to develop custom, proprietary models to achieve a market advantage (monitoring crop acreage, yield globally). EMS meets both requirements.

The environmental and forestry markets are primarily driven by organizations that want to benchmark vegetative status and then monitor vegetative change over time, in the same location. Customers in the environmental and forestry markets tend to be sophisticated users of imagery models and other decision tools. Typically GIS-savvy, they generally place orders in response to a funded project and expect to receive AgroWatch information products over that area. These groups have been frustrated by historical limitations of the commonly used Normalized Difference Vegetation Index (NDVI), including the inability to routinely calibrate the data and to remove variations caused by background surface brightness and the lack of sensitivity to vegetative changes in a dense canopy. EMS resolves these issues with products that far surpass NDVI capabilities, giving customers the results they require in a generations-newer product line.

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