



## Products and Partners

EarthMap Solutions has developed the industry's strongest range of proprietary technology processes and products that are unrivaled for their calibration (for atmospheric), 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.

### EarthMap Solutions Products

To support its market strategies, EarthMap Solutions has licensed access to previously developed products (AgroWatch™ from DigitalGlobe and InfoMap™ from RESOURCE21) and continues to develop new and differentiated information products and services.

EMS has an extensive Image Library containing all imagery processed by AgroWatch algorithms since 2001. These whole scenes of data from SPOT, Landsat and QuickBird imagery cover 2.9 million square miles over four continents and have a retail value of \$8.8 million. The Image Library will grow by an additional estimated 3 million square miles in 2005. This archive is an asset that can be leveraged into the multiple target markets, which will help drive above operational margins.

The EMS Image Library is particularly valuable because AgroWatch products, unique in the remote sensing industry, overcome image calibration and background noise problems that have limited industry growth for 30 years. The AgroWatch suite of products includes color, black-and-white and color infrared images, as well as standardized information products that quantify the amount of vegetation, vegetation hue (color), soil brightness and vegetative change.

EMS information products have been refined through commercial sales and use over the past three years and are now stable and accepted in the marketplace. Together, these products uniquely solve the industry's historical limitations:

- **Comprehensive imaging.** Many customers seek information solutions that comprise repetitious review of land holdings spread over large production areas. For these valuable customers, partial coverage is unacceptable. EMS can meet their data needs, with all data available online for customers to preview and select.

- **Whole-scene strategy.** High-resolution imagery providers (DigitalGlobe and Space Imaging) currently take orders only for a contiguous polygon of data within a scene. Agricultural users, however, have many small polygons of data scattered throughout a whole scene – but are priced out by whole-scene purchase requirements. EMS, knowing this customer base, has designed software to provide a whole scene of data at the minimum order price.
- **Data processing.** EMS's proprietary AgroWatch calibration and interpretation methods provide several levels of orthorectification that can be used directly by customers or incorporated into forecasting models or other value-added services. These proprietary methods allow statistical comparisons over time, even when using different data acquisition systems – or under conditions that prove problematic to competitive systems, including low or very high amounts of vegetation.
- **Delivery.** EMS gives customers numerous options to obtain data, including direct delivery via FTP site, DVD or FireWire, or access to third-party data archives (i-cubed and AgFleet).
- **Customer Service.** EMS customer service manages the customer experience from the order process to the acceptance of products and customer feedback. The customer service group is an advocate for the customer, as EMS puts a very high premium on customer satisfaction and retention.

For all products, EMS holds intellectual property rights licensed from DigitalGlobe and RESOURCE21. The AgroWatch brand has been trademarked, and applications have been filed to trademark EarthMap Solutions. In addition, DigitalGlobe has a patent pending on the AgroWatch algorithms and production process, which have been licensed to EMS.

## EarthMap Solutions Vendors and Partners

In addition to EarthMap Solutions' own data delivery solutions, the company's partners support different sectors of the agricultural and environmental markets. For example, AgFleet, a business partner, provides mobile field management tools. i Cubed, the company's data warehouse vendor, provides direct access to EMS information products through its Data Doors technology. This capability is critical for large corporate accounts that demand immediate access to EMS information products through their software. Collectively, EMS's partnerships allow customers the flexibility of accessing EMS information products and solutions in a way that fits their business processes.

EMS has established advantageous vendor relationships for each of the industry's major image sources (QuickBird, SPOT, Landsat, MODIS, Ikonos and IRS) and dominant aircraft imaging companies. Through these relationships, EMS can provide customers with information products and solutions developed from imagery at spatial resolutions from less than 1 m to 1 km. EMS truly can meet any customer's need.

The experience of EMS's staff gives the company significant leverage to work with customers on implementation of existing or semi-custom solutions based on EMS's suite of information products. Business relationships exist with worldwide agricultural corporations, along with regional agricultural input distributors and large-scale corporate farmers. In each case the business partner takes ownership of the internal processes and accountabilities for product use, allowing EMS to reach the major customers in each market.

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