



NEWS – For Immediate Release

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SATELLITES TO THE RESCUE – SPACE-BASED COMMUNICATIONS AND IMAGERY INVALUABLE FOR HURRICANE AND DISASTER RELIEF

**Satellites Can Provide Vital Services for First Responders, Relief Agencies and Consumers
When Terrestrial Networks May Not be Available**

Washington, D.C., October 18, 2016 – In the aftermath of Hurricanes Matthew and Nicole, the Satellite Industry Association (SIA) today reminded policy and lawmakers of the vital role satellites play in providing communications and other important services following a natural disaster. Because satellite networks operate far above the earth’s surface, they are not vulnerable to damage by storms. Therefore satellite communications may often be the only way government and emergency first responders can communicate, track critical emergency assets and access valuable post-disaster imagery when terrestrial networks are damaged and are simply unavailable.

“Because satellite communications provide an unparalleled level of reliability and ubiquity, it is critical for government relief agencies, private enterprise and even consumers to consider satellite communications and other services when providing warning to the public or planning for emergencies such as a hurricane,” said Tom Stroup, President of the Satellite Industry Association. Because of this reliability, many satellite companies already have long standing relationships with a number of Government organizations both here in the United States and around the globe. These relationships help to ensure that first responders and relief workers have access to vital communications and information wherever and whenever they are needed.”

The availability of reliable mobile satellite voice and data services for relief agencies and first responders following a natural disaster is already well documented. The use of satellite imagery and remote sensing data is also quickly becoming a key part to disaster response.

Colorado-based [DigitalGlobe, Inc.](#) (NYSE: DGI), a global leader in earth imagery, operates an advanced constellation of commercial imaging satellites. DigitalGlobe partnered with the [Humanitarian OpenStreetMap Team \(HOT\)](#) to help emergency and aid workers respond to Hurricane Matthew’s destruction in Haiti. The company released high-resolution satellite imagery of pre-hurricane Haiti as open data. HOT included the imagery in their platform so [volunteers can map](#) where buildings and roads were located. DigitalGlobe employees gathered for “mapathons” at three of its U.S. offices to help with the mapping efforts. Organizations like the American Red Cross, United Nations, Catholic Relief Services, and government agencies use those maps, along with post-hurricane imagery, to ensure response decisions can be made with confidence. DigitalGlobe’s post-hurricane imagery is also being used in [TOMNOD](#), the company’s public

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crowdsourcing platform, to tag damaged buildings and roads, as well as flooded areas, giving first responders on the ground further data about what areas most urgently need help.

“Governments and non-profit organizations have long used satellite imagery for visual reference after disasters. The unique collaboration of satellite imagery, specialized project coordinators, digital volunteers, and open data is creating a new frontier for quickly getting actionable information into the hands of first responders,” says Kevin Bullock, Director of Business Development at DigitalGlobe. “Our satellite constellation allows us to image the entire affected area of Haiti on a daily basis. That data is available on our website as well as accessible via our platform for analysis in order to allow organizations to change their responses to the crisis based on the latest information.”

Read more about DigitalGlobe’s response to Hurricane Matthew on the [DigitalGlobe Blog](#). The company’s before and after satellite images are available here:

<https://digitalglobe.box.com/s/3rq8gpjsy2x6to01942svijkx4eb65dt>

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About The Satellite Industry Association

SIA is a U.S.-based trade association providing representation of the leading satellite operators, service providers, manufacturers, launch services providers, and ground equipment suppliers. For more than two decades, SIA has advocated on behalf of the U.S. satellite industry on policy, regulatory, and legislative issues affecting the satellite business. For more information, visit www.sia.org.

SIA Executive Members include: The Boeing Company; DIRECTV; EchoStar Corporation; Intelsat S.A.; Iridium Communications Inc.; Kratos Defense & Security Solutions; Ligado Networks; Lockheed Martin Corporation; Northrop Grumman Corporation; OneWeb; SES Americom, Inc.; Space Exploration Technologies Corp.; SSL; and ViaSat, Inc. SIA Associate Members include: ABS US Corp.; Artel, LLC; COMSAT Inc.; DigitalGlobe Inc.; DRS Technologies, Inc.; Eutelsat America Corp.; Global Eagle Entertainment; Glowlink Communications Technology, Inc.; Hughes; iDirect Government Technologies; Inmarsat, Inc.; Kymeta Corporation; L-3 Electron Technologies, Inc.; O3b Limited; Panasonic Avionics Corporation; Planet; TeleCommunication Systems, Inc.; Telesat Canada; TrustComm, Inc.; Ultisat, Inc.; and XTAR, LLC.

About DigitalGlobe

DigitalGlobe is a leading provider of commercial high-resolution Earth observation and advanced geospatial solutions that help decision makers better understand our changing planet in order to save lives, resources and time. Sourced from the world's leading constellation, our imagery solutions deliver unmatched coverage and capacity to meet our customers' most demanding mission requirements. Each day customers in defense and intelligence, public safety, civil agencies, map making and analysis, environmental monitoring, oil and gas exploration,

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infrastructure management, navigation technology, and providers of location-based services depend on DigitalGlobe data, information, technology and expertise to gain actionable insight.

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