

Google Maps for Business Imagery



To get started with Google Maps for Business, visit

www.google.com/enterprise/mapsearch/products/earthenterprise.html

Overview

Google has had satellite and orthoimagery in our maps for years. We've recently begun offering this high-quality imagery for resale. As with many of our solutions, we enter the market with many competitors, and deliver what our customers expect from us—ease of use, high quality, lower cost and enhanced collaboration capabilities.

It's important to point out that we're not a custom-collect imagery provider and don't plan to be one. It's best to work closely with your account manager to determine if the timing of our collections meets your requirements (leaf on/leaf off). We deliver the product via our Google Maps Engine platform (Cloud Mapping Platform), which lets you share your imagery within your organization or with others you have specified in your purchase agreement with us.

Technology

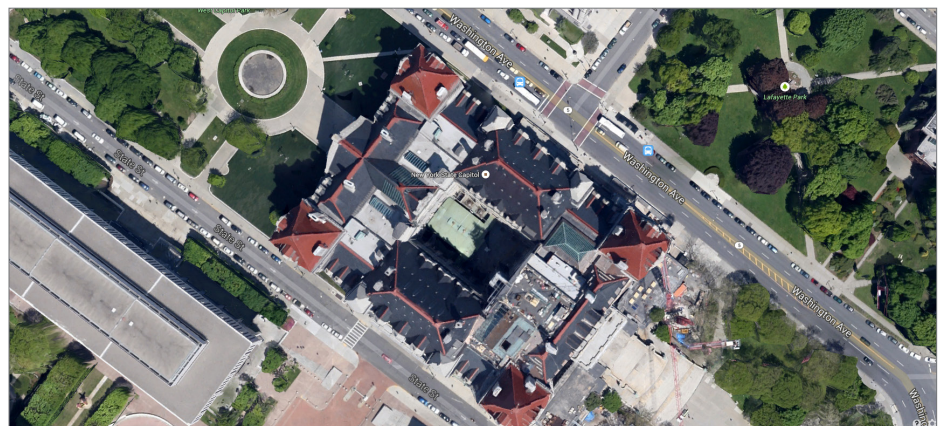
Google's imagery is high-quality, 6-inch ortho with 15cm resolution and ~1 meter accuracy. We offer the three spectral bands (red, green, blue—RGB). We also offer infrared for an additional fee.

We deliver our imagery by our Cloud Mapping Platform (Google Maps Engine), and potentially can offer offline delivery as well (please contact us for details). A Google Maps Engine subscription lets you share your imagery internally or as licensed with an almost unlimited number of users. This makes delivery fast and efficient compared with FTP or disc.

Benefits & Features

Product Quality & Accuracy

Google develops aerial imagery with global ambitions for our consumer product—we invest more than any other company, and are likely to have the highest-quality product. Google Maps is the world's most accurate, popular and easy-to-use digital atlas. It provides orthoimagery with 6-inch ground resolution.



6-inch Google ortho image

About Google Maps for Business

Solutions from Google Maps for Business help streamline your geospatial data management and mapping. Easily upload, visualize, and share your mapping data. Make better decisions with precise location-based information. Upload your data to the cloud or store it on-site.

Cost effective and scalable

Aerial imagery is provided as a service, so there are no capital costs for hardware and software. Capacity can be scaled to meet unexpected demand without a large initial investment in your own data center. We take care of server maintenance, backups and disaster

Pricing

Our pricing model is extremely competitive compared with custom-collect or other providers.

Consumption Model

We offer flexible ways to consume the data. You can access imagery from Google data centers and use it online in several ways:

- View it in your desktop GIS system via WMS
- Include it with your Google Maps v3 JavaScript API web application
- Overlay it directly within Google Earth
- View it on native mobile applications and mobile websites

You also have access to additional infrastructure to host third-party content, data and imagery.

Product Specifications

Imagery Product Specifications

| | |
|----------------------------|--|
| Imagery resolution | 15 cm resolution |
| Positional accuracy (CE90) | 1 meter* |
| Spectral bands | Blue, green, red (CIR licensing possible as add-on) |
| Processing | Orthorectified and mosaicked |
| Clouds | <1 percent |
| Bit depth | 8 bits per pixel (scaled from 12-bit source) |
| Snow and ice | Only permanent snow or snow above timberline |
| Sun angle | >=30 degrees |
| Smoke/haze | <1 percent — detail is visible |
| Leaf on/off | Mix of both |
| Format | JPEG2000 |
| Tiling | 4,096 by 4,096 pixels |
| Coordinate system | Geographic |

*Note: Accuracy will achieve 1-meter CE90 in most areas. Accuracy may not meet 1-meter CE90 in areas of significant relief due to digital elevation model related errors.

DSM/DTM Product Specifications (licensing possible as add-on)

| | |
|-------------------|------------------------------|
| Post spacing | 80 cm |
| Format | GeoTIFF |
| Tiling | 12K postings by 12K postings |
| Coordinate system | UTM |

To learn more about Google imagery services, please contact:
state-and-local-gov@google.com

