What do SME’s need?
What can G-STEP offer?

James Eddy: Bluesky International Ltd
Adam Edwards: G-STEP
Bluesky International

• Set up in 2003, Bluesky is a privately owned Leicestershire based company employing 30 staff
• Leading supplier of aerial photography, height data, 3D building models and thermal infrared data
• Combination of own EO data and third party data
• Currently involved almost exclusively with airborne remotely sensed data with little involvement with satellite technology
• Wide customer base including Government, commercial, academic, web portals
Aerial Photography
Height Data

- DTM & DSM
- LiDAR
- IFSAR
- 3D Buildings and Cities
Thermal Infrared Data
Perception of GMES

• What is GMES? Is it for SME’s?
• Perception is NO...
  • Many SME’s we deal with have not heard of GMES, even within our own industry
  • More about strategy and funding; a big European initiative with lots of acronyms
  • Only applies to academic, research, Government, large European space organisations and organisations already involved in space.
  • There is also a perception that it is primarily satellite
• GMES needs to be made relevant to SME’s
GMES data - Requirements

• What data is available?
  – Space
  – Aerial
  – Terrestrial

• How & where to acquire the data, what is the cost?

• How to integrate with existing data sets & solutions

• How to develop new products and services

• Overcoming barriers to markets, both new and old requirement for applications – we have lot of ideas!
SME’s needs

• Access to EO & Space specialists
• Awareness of existing EO products and solutions
• Assistance in developing new EO products and solutions, including prototypes & demonstrators
• Training in EO for existing staff
• Access to UK/EU/Regional funding to develop new innovative solutions
• Promotion of SME products & services
What can **G-STEP** offer?

- Innovation
- Partnering
- Brokering

Land  
Atmospheric  
Marine
EU Project: geoland2

The project aims at providing geo-information data on the regional, European and global scale and covers a wide range of thematic domains like:

- Land use / land cover change
- Soil sealing
- Water quality and availability
- Spatial planning
- Forest management
- Carbon storage
- Global food security
EU Project: Monitoring Atmospheric Composition and Climate (MACC)

• MACC's product lines include data records on atmospheric composition for recent years, and current data for monitoring present conditions and forecasting the distribution of key constituents for a few days ahead. They address the following:
  – Greenhouse gases
  – Reactive gases, which influence the air we breathe
  – Ozone layer and solar UV radiation
  – Aerosols, which affect temperature, air quality and the transmission of solar radiation.
EU Project: My Ocean

• My Ocean, which addresses the following domains:
  – Maritime Security
  – Oil Spill prevention
  – Marine Resources management
  – Climate Change
  – Seasonal Forecast
  – Coastal Activities
  – Ice Survey
  – Water Quality and Pollution
Innovation

• Helping businesses innovate using GMES data
  – Integrating EO and location technologies
  – Identifying EO technologies for new industrial sectors
  – Researching new EO solutions and products
Partnering

• By providing partnerships for developing business opportunities
  – Developing practical solutions for business needs
  – Demonstrating EO application feasibility via secondment and graduate placement
  – Providing training and awareness of GMES technology
  – Developing demonstrator products
Brokering

• Providing links to off the self solutions
  – Awareness of existing market solutions and providers
  – Supporting ease of access and format to EO data
  – Exploring supply chain solutions
Way forward

• Instant offer to all companies, that we can set up individual consultations to assess their needs and explain how G-STEP can assist

• G-STEP can “help” business with demonstration proto-projects.

• G-STEP welcomes you to visit our facilities at Readson House, 96-98 Regent Road
  – With (6) fully equipped work-stations for EO training & development