



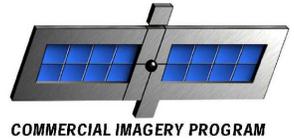
# Commercial Imagery Program

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# Commercial Imagery Program

## ...the “What and How”



Mission: “Provide the U.S. Imagery and Geospatial Community (IGC) access to civil and commercial imagery-related remote sensed data.”



...with imagery providers



...to improve tasking



...to share the imagery



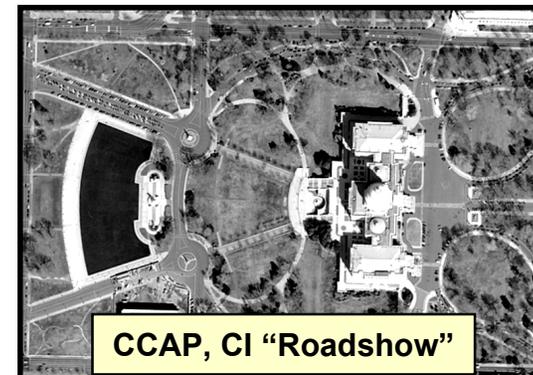
...to help with orders



...for a central repository



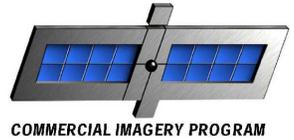
...to improve dissemination



...to enable commercial exploitation

# Directives and Policies

## ...the “Why”



### Presidential Decision Directive -23 (March 94)

Support and enhance U.S. Industrial competitiveness in space sensing capabilities, while also protecting National Security interests.

### National Space Policy (Sept 96)

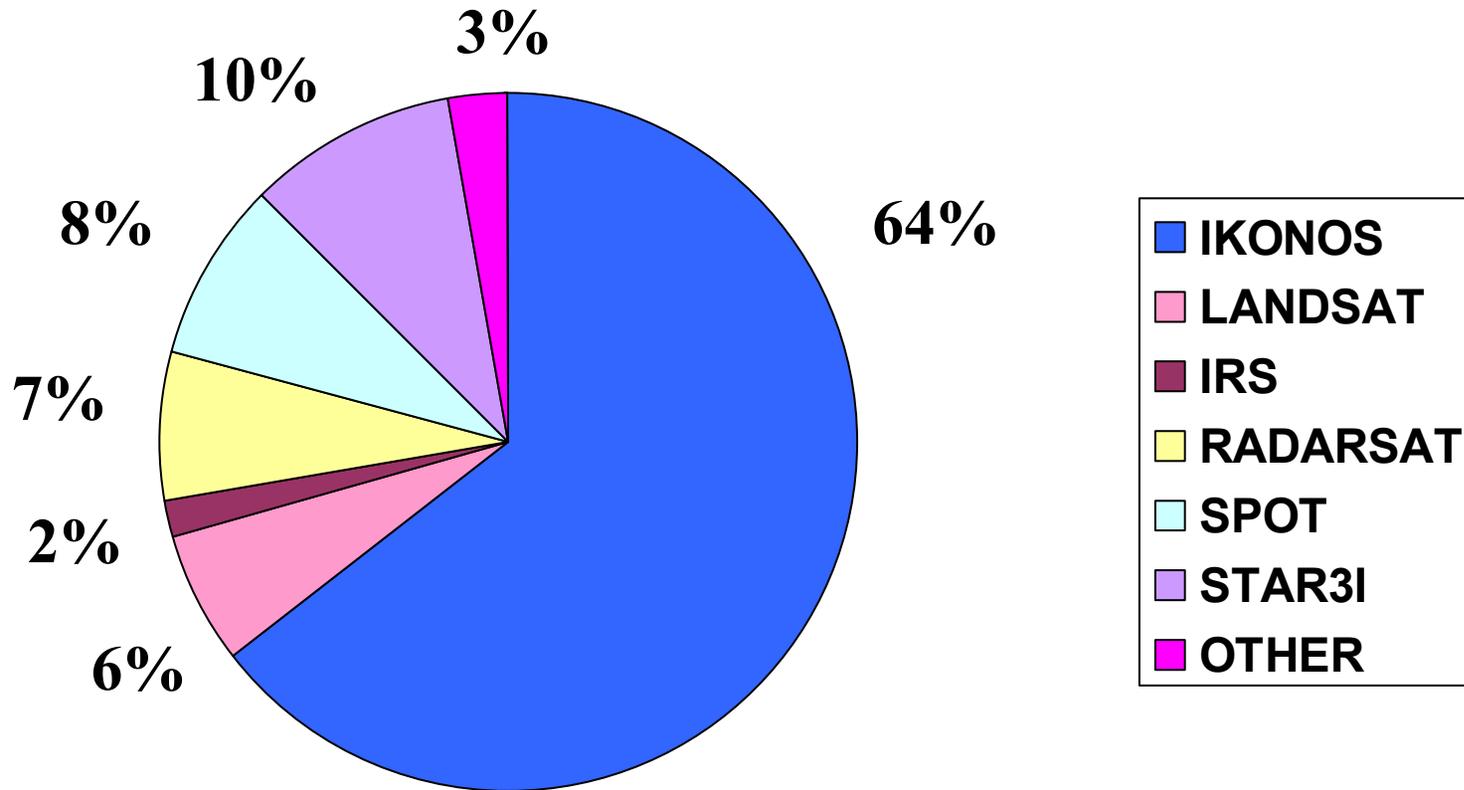
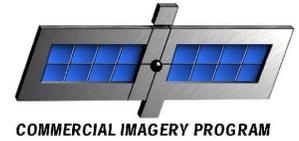
Encourages use of U.S. remote sensing products and assures industry that U.S. Government systems will not intentionally compete with commercial systems.

### DoD Directive 5105.60

Serve as the sole DoD action agency for all purchases of commercial and foreign government-owned imagery-related remote sensing data.



# FY 00 IMAGERY PURCHASES BY SENSOR



Percentages Based on Cost

# Potential Uses for Commercial Imagery



Potential Uses for Commercial Imagery		
Supplement to National Imagery	Unclassified Support and Products	Spectral Analysis
<ul style="list-style-type: none"> <li>· Coverage in high-competition areas</li> <li>· Coverage on different days /times of day</li> <li>· Large-area scenes</li> <li>· Special studies</li> <li>· Denial and deception studies</li> <li>· Cloud belt areas</li> </ul>	<ul style="list-style-type: none"> <li>· Mission planning</li> <li>· Support to military exercises and operations</li> <li>· Non-combatant evacuation operations</li> <li>· Scene visualization: motion videos,anaglyphs, perspective views, 3D</li> <li>· Topographic maps, harbor and approach charts, VMAP I&amp;II and combat charts</li> <li>· Digital elevation models (DEMs)</li> <li>· CIB</li> <li>· Sharing with coalition partners</li> <li>· On-site inspection packets</li> <li>· United Nations operations</li> <li>· Treaty monitoring</li> <li>· Official press releases</li> </ul>	<ul style="list-style-type: none"> <li>· Change detection</li> <li>· Camouflage, concealment, deception</li> <li>· Counternarcotics support</li> <li>· Mission planning</li> <li>· Hydrography and bathymetry</li> <li>· Terrain categorization</li> <li>· Environmental monitoring</li> <li>· Economic assessment: agricultural &amp; forestry</li> <li>· Nuclear proliferation monitoring</li> <li>· Biological Warfare/ Chemical Warfare monitoring</li> <li>· Border/boundary delineation</li> <li>· Selected disaster relief support</li> </ul>



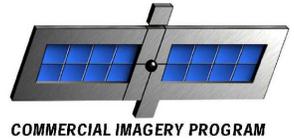
# FY01 GI Commercial Imagery Strategy



Commercial Imagery is to support customer readiness and to ensure safety of navigation in areas where competition limits acquisition of national source and/or unclassified deliverables are required.

- The FY01 Strategy is focussed on the contracted production of the following value-added products and services:
  - Image City Maps (ICMs), GAPs, GRGs, SAIR-graphics, Topographic Line Maps (TLMs), Combat charts, FFD, CIB, MIMs, and CD Photomaps, AIM Points, Scene Visualization
  - Safety of Navigation: Change Detection and Automated Feature Recognition
    - ◆ Worldwide monitoring of ports/harbors/airfields by commercial vendors using commercial imagery sources. NIMA has used this model successfully for DNC updates for about a year.

# FY01 GI Commercial Imagery Applications



- Command Requirements
  - GAPS, SAIR-graphics, GRGs, TLMs, JOGS-A, ICMs, CD Photomaps, MIMs
- Airfield initiative-Pending GIMA's evaluation of data
- FFD, CIB
- Marine Navigation
  - Change detection (i.e. Monitoring Ports/Harbors)
- Aeronautical Navigation
  - Change detection-airfields
  - Automated Feature Recognition
- STAR-3i-INTERMAP
  - TLMs, DEMs
- AIM Points-Worldwide Requirement
- Cities (Airborne Imagery)-OrbImage