

# Google Maps Imagery



## Overview

Aerial orthoimagery has been a core component of Google Earth and Google Maps since their inception. We now offer this same high-quality imagery for purchase, allowing customers to do more with it than the standard terms permit. As with many of our solutions, we enter the market with many competitors, and deliver what customers expect from Google; ease of use, high quality, lower cost and enhanced collaboration capabilities.

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

## Technology

Google's aerial orthoimagery is high-quality; 15 centimeter (6 inch) resolution and approximately 1 meter accuracy. Our standard product offers three spectral bands (Red, Green, Blue – RGB). We also offer a Near-Infrared band through a (Near-Infrared, Red, Green - NRG) product for an additional fee.

Google's Cloud Platform is massive and can support billions of users, with the uptime and reliability you would expect from Google. The imagery is available for download for offline use with your existing GIS desktop applications, and via an incredibly fast pyramid tile cache for internet connected applications. Google partners also offer high performance WMS/WMTS services that can run alongside the tile cache in Google Cloud Platform for ultimate speed and performance. These services can be tailored for your use cases and make access control, usage logging, and the distribution of the imagery easy and efficient for your users. These same partners can provide on premise delivery, file conversion, and re-projection services if required.

## **Benefits & Features**

Google collects aerial imagery with global ambitions for our consumer Google Maps and Earth Product which are used by billions of users. 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. Buy purchasing Google Maps Imagery, you are purchasing the rights to use the imagery for derivative works. You also have the ability to download and have perpetual rights to the imagery per the Terms of Service.



## **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 recovery.

## **Pricing**

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

**Product specifications:**

Imagery Resolution	15 centimeter (6 inch)
Positional Accuracy (CE 90)	1 meter*
Spectral Bands	Red Green Blue (RGB) Optional add-on: Near-Infrared Red Green (NRG)
Processing	Orthorectified and mosaiced
Bit Depth	8 bits per pixel (scaled from 12-bit source)
<b>Data Format Types</b> Imagery Bucket: Imagery Pyramid:	JPEG2000 JPEG / PNG
JPEG2000 Tiling	4,096 by 4,096 pixels
<b>Coordinate Systems</b> Imagery Bucket: Imagery Pyramid:	Platte Carre Geographic - EPSG:4326 Web Mercator - EPSG:3857
Clouds	<1 percent
Snow and Ice	Only permanent snow or ice above the timberline
Sun Angle	>= 30 degrees
Smoke / Haze	<1 percent (detail is visible)
Leaf On / Off	Mixture of both

\*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.