

BUSINESS INNOVATION SYMPOSIUM (E6)
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BLUE PLANET, FranceNOVEL BUSINESS PARADIGMS FOR EARTH OBSERVATION BY SPACE CAPITALISING ON THE
CLOUD REVOLUTION**Abstract**

After the telecomm industrial revolution (I want to speak to anyone), the positioning industrial revolution (I want to know where I am), comes the Earth Observation revolution (I want to see everything) that is on the verge to gain economical acceptance.

Most of the most successful endeavour in space business come from the convergence of several technologies, each of these not being killing while their combination reach sometimes unforeseen heights. As happen in the launching sectors where low cost launchers combined with electric orbital uplift to geosynchronous orbit or the advent of cellular phone combined with GPS, a novel economical revolution is underway with the combination of low-cost Observing satellites fleets combined with CLOUD latest developments.

Blue planet company has decided to capitalise on the next logical step that is to integrate satellites as sensors directly connected to a Cloud. In such a never attempted issue (code name: v-Globe) , the ground system apart from Radio-Frequency communication system become invisible since completely virtualised inside of a Cloud. Such an approach is leading to a "one step beyond" program opening a new issue in the international economical race by proposing holding a picture of the WHOLE planet (at sub-metric resolution) and make it available as a BIG DATA continuously refreshed. The economical consequences brought by such massive simplification and the full change it will induce with respect to data commercialisation habits, is tremendous. The presentation will concentrate specifically on the way the program is conceived and the technological issues that have been solved to come to a novel level of simplicity and economical efficiency.