

EARTH OBSERVATION SYMPOSIUM (B1)  
Earth Observation Applications and Economic Benefits (5)

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EO APPLICATIONS AND ECONOMIC IMPACTS FOR UNDERWATER CULTURAL HERITAGE  
(UCH): FIRST RESULTS FROM THE EU FP7 ITACA PROJECT

**Abstract**

The paper will discuss the methodology to select appropriate business models leading to high level business plans pertaining to ITACA's service model, which is a web-based system geographically distributed architecture, integrating EO techniques, that allows end-users to access the ITACA services from a common web browser. More specifically, when accessed from a web browser, an ITACA web application runs on the ITACA web application server and generates HTML pages to be displayed in the User's web browser (thin client paradigm).

Paper will primarily address how to solve complexities connected to generate a sound business model when putting in relation: A) subjects in charge of generating processing parameters values (mainly specified by end-users when requesting a given product) and B) ITACA operators (Product Specialists, Product Reviewers, Content managers, Technical Supervisors and System Administrators).

Paper will further discuss appropriate strategies to allow inclusion in the ITACA system by way of "business viable" options of External Systems represented by: 1) Data Providers offering input data (e.g. satellite data) to generate the ITACA products or contents to be added to the ITACA web-GIS; 2) Other External Systems accessing ITACA services (Data Consumers) intending to interoperate with ITACA in order to consume, when authorized, ITACA data and products.

The paper presents all preliminary results to be discuss with the scientific community. ITACA project is funded by European Seventh Work Programme and is coordinated by Planetek Hellas E.P.E. (GR) and includes the following institutes and companies: ALMA Sistemi Sas (IT), ANESTI Ltd (UK), CODEV-INTEC Srl (IT), DHI GRAS (DK), FFCUL (PT), I.EN.A.E (GR), Kell Srl (IT), NAIS Srl (IT), Regione Sicilia (IT), SME4SPACE VZW (BE).