

VITO Remote Sensing: Transforming data into Value Added Services

Thanks to the Google's and Facebook's of this world, Remote Sensing is finally finding its way outside of the public authorities. The commercial Remote Sensing markets are transforming into data-driven and end-application oriented markets with competing technologies and innovative business models. Though the government is expected to continue as the premium customer for commercial Earth Observation satellite operators, large untapped markets like agriculture, insurance, dredging, utilities, infrastructure... are currently investigating how they can gain competitive advantage with Remote Sensing Technologies.

The total satellite based Earth Observation market is expected to grow from 2.000 M Euro in 2014 to 4.100 M Euro in 2024. A bit less than 40% of that market is for data generation and commercialization. More than 60% of the market is about Value Added Services and Information products: the future is reserved for those companies that can get the info out of the data!

The data price itself will be under continued and increased pressure due to the free data policy of both private companies (e.g. Google) and public organizations (e.g. European Commission, ESA...), so you'd better be selling something more than data!

For more than 20 years VITO is at the cutting edge of Remote Sensing Technology with both air- and space borne end-to-end solutions. Thanks to the support of public bodies, VITO has developed a serious amount of technology that translates data into consumable information so end users can take better informed decisions. Along that way VITO has built up a 20 year archive of more than 2,5 PetaBytes of worldwide remote sensing data ready to be explored. VITO is now looking for industrial partners that want to use this technology and/or data to sharpen up their competitiveness! VITO wants gear up its support to the industry, let us crunch the remote sensing data into information you can use!

In other words: Is your business is ready to unleash the power of Remote Sensing?

