

## **BlackBridge's RapidEye Strategy**

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**THEME:** Special Session Abstract

**KEY WORDS:** RapidEye+, Superspectral, Next Generation Satellites

### **ABSTRACT:**

Mr. Johnson will present BlackBridge's perspective on the future of commercial EO systems within the context of their next generation satellite project, RapidEye+. The mission requirements for RapidEye+ are heavily driven by user demand. By leveraging the company's partner network with operations in over 100 countries, BlackBridge has identified a set of key mission drivers that meet the requirements of its market segment.

Mr. Johnson will present the RapidEye+ mission concept to address these requirements, starting with the key drivers: daily revisit, swath width, broad-area coverage, high-resolution, superspectral, and direct access.

Within these requirements, he will discuss the balances and tradeoffs of using traditional aerospace and new technologies. He will continue to discuss the potential for commercial EO systems to be commercially successful within the context of government missions and new data policies.

Finally, Mr. Johnson will present an overview of the market positioning of RapidEye+.