

Google Earth Enterprise Solutions

Unlock the value of your geospatial data



Google Earth Fusion

Google Earth Server

Google Earth EC



For more information:

Google Earth Sales
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For organizations that want to customize their Google Earth

If you are an organization with your own mapping data, Google Earth Enterprise Solutions offer you the ability to build your own Google Earth experience and open your world to thousands of users simultaneously.

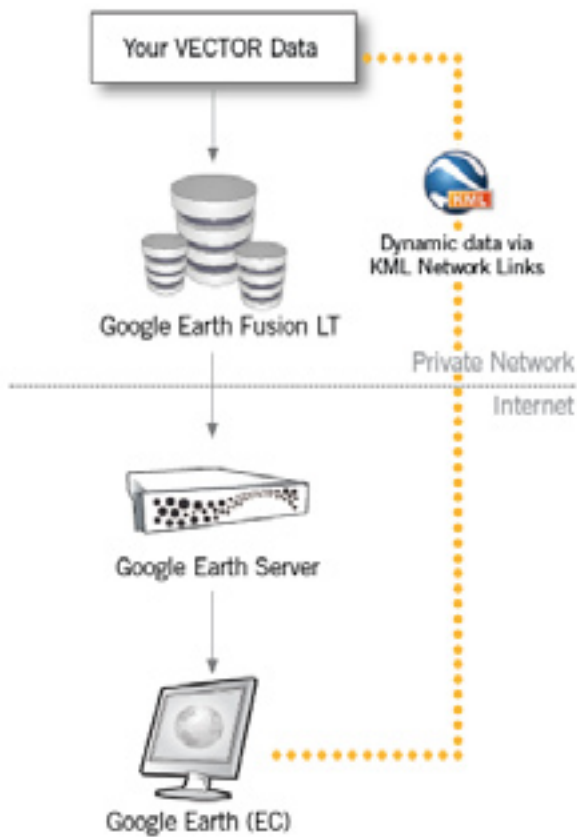
- Build and distribute a 3D model of the Earth
- Fast, intuitive access to massive geospatial datasets

Configuring a Google Earth Enterprise Solution

Our solutions are tailored to meet your needs. Here are two typical configurations.

Hybrid Configuration

Vector data layers populated on top of the Google Earth imagery database (served by Google). A cost-effective way to leverage the Google database basemap.

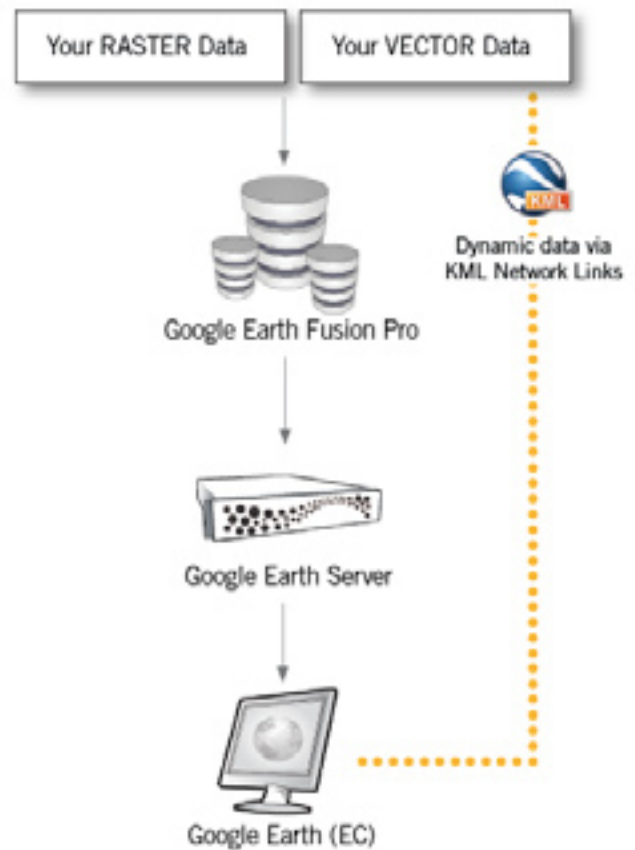


Products Needed

- **Google Earth Fusion LT** - the LT version of Google Earth Fusion processes vector data only
- **Google Earth Server** - supports the distribution of vector data sets
- **Google Earth Enterprise Client (EC)** - lets users log into your server to access your digital Earth

Full Enterprise Configuration

Your vector data and raster data can be processed by Google Earth Fusion and served via Google Earth Server. Grid processing configurations are available for organizations with extensive geospatial data sets.



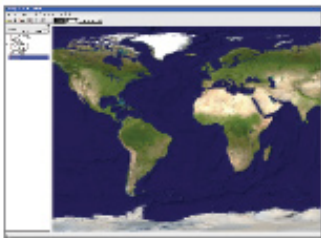
Products Needed

- **Google Earth Fusion Pro** - full version of Google Earth Fusion processes vector, imagery, and terrain data
- **Google Earth Server** - supports the distribution of vector and raster data. Single server can support 250 users.
- **Google Earth Enterprise Client (EC)** - lets users log into your server to access your digital Earth

Enterprise Solution Components

Google Earth Enterprise integrates your data to create a custom digital Earth.

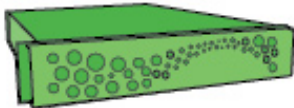
- Google Earth Fusion - integrates your raster (imagery), GIS, terrain, and point data
- Google Earth Server - streams data to client software (Google Earth EC)
- Google Earth Enterprise Client (EC) - viewing, printing, data authoring



Google Earth Fusion - integrate and manage your geospatial data

Google Earth Fusion integrates various geospatial data sets into the Google Earth Enterprise system, including raster (imagery and terrain), GIS, 3D building height data, and feature data. Once you've integrated your data, it's delivered to the client software using the Google Earth Server. You can select, process and publish datasets. A command line interface is available for power users and complex data administration. Fusion can do scheduled updates, so you can be sure that your Earth Enterprise system stays synchronized to the latest available data.

Google Earth Server - distribute your data across the network



The Google Earth Server delivers the database created with Google Earth Fusion to your client software with optional supporting services such as geocoding. Your server can be configured as a layer data server (enterprise data is overlaid on the ASP basemap hosted and delivered by Google) or as a stand-alone server (the entire dataset is self-contained). HTML web map serving and local business listing modules are also available.



Google Earth Enterprise Client - visualize your data in 3D

Google Earth EC (Enterprise Client) is designed to work in conjunction with the Google Earth Server in enterprise deployments for 3D visualization. Google Earth EC contains all Google Earth PRO software features and adds support for connecting to multiple servers and doing enterprise search. When deployed as part of a Google Enterprise solution, Google Earth EC works on private networks not connected to the public Internet. To display and share custom data, Google Earth EC uses the published KML data standard.



The Underlying Language Of Google Earth - KML (Keyhole Markup Language)

Location collaboration through Google Earth is made possible by KML, an XML-based data structure for creating and sharing geographic data. There are different forms of KML:

- Simple point data, with custom icons, labels, descriptions and hyperlinks back to web enabled databases
- Lines, paths, and outlines of areas (examples include parcel data)
- Graphic overlays such as JPG or BMP files hosted locally or on the network
- Polygon support, including 3D SHP file format and filled polygons for thematic maps
- Network links - simple point data with the ability to represent multiple points at a time and to refresh itself against database updates, including real time location of vehicles/assets
- Full KML specifications are published at <http://code.google.com>

FAQ

Q. What data types can I import or overlay into my Google Earth?

A. Google Earth supports most major GIS data formats. Data can be integrated using Google Earth Fusion and Server, or loaded directly into Google Earth EC via KML. Examples include ESRI SHP files, Mapinfo TAB files, spreadsheet data, and dynamic/real-time data.

Q. How do I obtain data for my enterprise solution?

A. The Hybrid solution allows organizations to integrate data as layers on top of the standard Google Earth hosted data. The Full Enterprise Configuration comes bundled with low resolution base map imagery data. Google Earth has relationships with a variety of imagery providers to source and price data upon request.

Q. What's the difference between the Google Earth Pro client application and the Google Earth Enterprise Client (EC)?

A. Google Earth (EC) allows the user to connect to alternative databases of imagery and data such as internal, private databases. With the proper access privileges, the Google Earth (EC) can simply log out of one server and connect to a different database for an alternative world view.

Q. Who are some of the customers using Google Earth Enterprise Solutions?

A. Enterprise customers include government agencies, customers in the defense and intelligence community, forestry and land management, homeland security, state and local, emergency response, and commercial real estate.

Q. Does Google Earth support OpenGIS® standards?

A. Google Earth conforms to the WMS server interface.

