

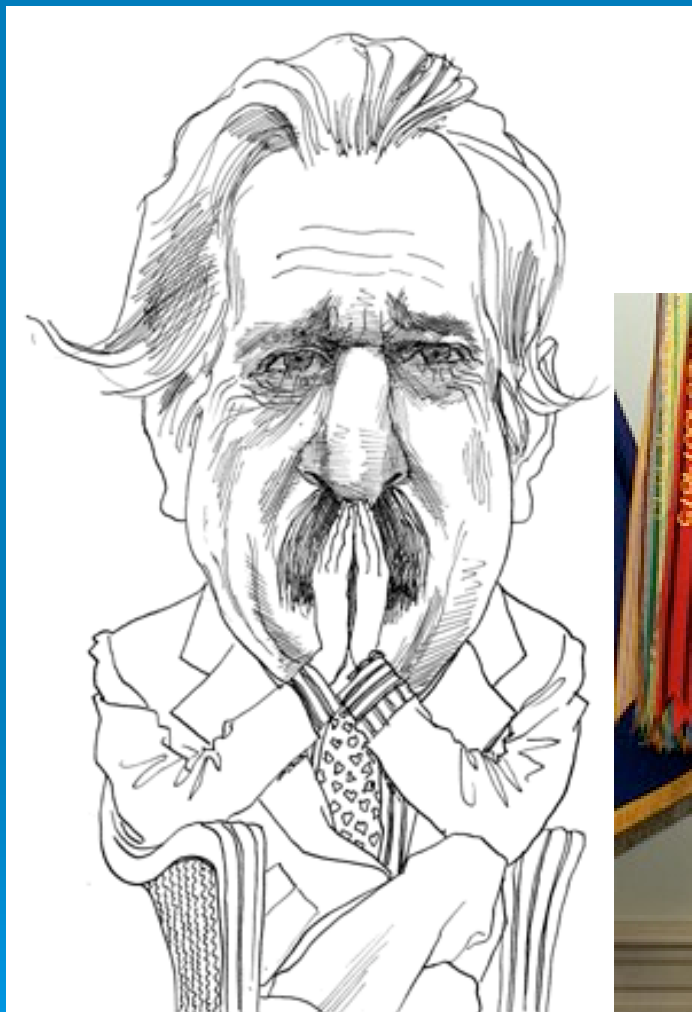
Two Directives Influencing Commercial Remote Sensing

Ping Lu



A story

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Two U.S. Presidents



Presidential Decision Directive-23 (PDD-23)

- Signed by Clinton in 1994
- “U.S. Policy on Foreign Access to U.S. Remote Sensing Capabilities”


A response to the end of the Cold War

- The elimination of the Soviet Union caused the fear of remote sensing companies to reduced government spending .
- These companies requested the administration to permit commercialization.

Significance

- Maintaining the U.S. remote sensing industry's lead over international competitors
- Promoting U.S. products and services overseas
- Heralding a new era of remote sensing

Commercial Market Analysis

- Not grow as rapidly or as broadly as anticipated
 - Both the promise and frustrations of the remote sensing industry
- 

September 11



satellite images from the IKONOS spacecraft

New Directive

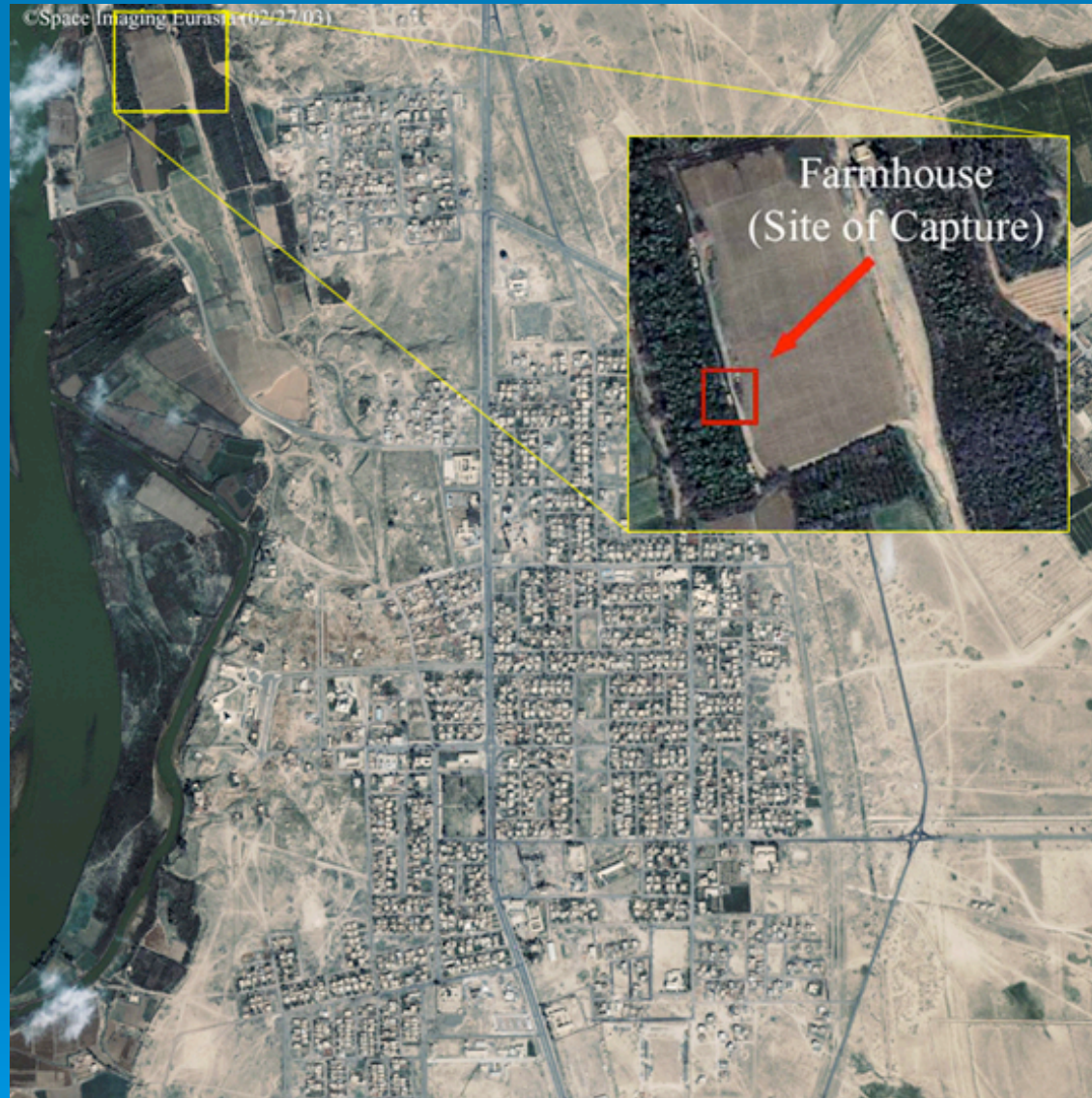
- "The fundamental goal of this policy is to advance and protect U.S. national security and foreign policy interests by maintaining the nation's leadership in remote sensing space activities, and by sustaining and enhancing the U.S. remote sensing industry."
- Signed by Bush in 2003

New Directive

- A clear and positive reflection on the long-term commitment to U.S. commercial remote sensing industry
- Push the technology progress by encouraging all agencies to look to private remote sensing companies for their image requirements

Results

- Provided a strong government support for obtaining high-resolution imagery from U.S. providers
- Established a framework for international access to high-resolution remote-sensing technology
- Encouraged civil departments and agencies to integrate high-resolution data into daily operations
- More clearly showed U.S. Government roles and responsibilities regarding the commercial remote sensing industry.



Satellite image showing where Saddam Hussein was captured in Iraq.



Collected October 7, 2002
Space Imaging Middle East



Collected April 1, 2003
Space Imaging Eurasia

THANK YOU

