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## **DigitalGlobe and AEgis Technologies to Provide Interactive 3D Digital Model for NBC's Coverage of the Beijing Olympic Games**

*Collaboration Provides Viewers with Unprecedented 3D Simulation*

**Longmont, Colo., and Huntsville, Alabama, August 4, 2008** — Satellite imagery provider, [DigitalGlobe](#), has teamed up with an industry leader in expert modelling and simulation services, [AEgis Technologies Group](#), to provide NBC Universal with access to a 3D digital model of Beijing during the network's broadcasts of the Olympic Games.

This is the first time this ground-breaking technology has been leveraged to develop highly accurate 3D simulation quickly for NBC's coverage of the Olympics. DigitalGlobe's advanced and highly accurate imagery from its constellation made it more efficient to process into 3D modeling. The collaboration between AEgis' simulation technology and DigitalGlobe's extensive library of satellite imagery content allowed virtual data bases to be rendered in just days. This is also the first time that an open source platform was leveraged to develop a lightweight and easy to use true 3D simulation.

"I am pleased to know that our satellite imagery is playing a role in NBC's broadcast of the Olympic Games," said Jill Smith, chief executive officer, DigitalGlobe. "We know this technology will provide for a richer viewer experience and we are proud to be partnering with AEgis to provide this unique perspective of Beijing and the different sporting venues."

With this technology, NBC will be able to virtually "fly" around the events and offer its audience simulated views of the inside and outside of the Beijing sporting venues.

"We are excited about teaming up with DigitalGlobe and NBC to offer viewers a virtual rendition of the Beijing Olympics," said David King, vice president, Simulation Development Group of AEgis. "Consumers are becoming more interested in 3D digital modeling and we are proud to be at the forefront of providing this technology for companies like NBC."

Not only are these 3D models rendered at 60 frames per second to allow for smooth transition between venues, but the data can also be exported out of the model in various formats for use in other applications like, ESRI ARCmap and Google Earth.

For more information about the satellite imagery and 3D used in this project please visit [digitalglobe-aegistg.com](http://digitalglobe-aegistg.com), [DigitalGlobe](#) or [AEgis Technologies Group](#).

**About DigitalGlobe**

Longmont, Colorado-based DigitalGlobe (<http://www.digitalglobe.com>) is a leading global content provider of high-resolution world imagery solutions. Sourced from our own advanced satellite constellation and aerial network, our imagery solutions deliver real world perspective to governments, businesses, technology developers and humanitarian associations worldwide. The company's imagery solutions consist of one of the world's largest image libraries, growing at a rate of up to 1 million square kilometers per day and distributed and accessed through online search and retrieval, production ready image layers, development tool-kits for internet enabled applications and devices, and software solutions for integration with GIS products and services. DigitalGlobe currently operates the highest-resolution commercial satellite constellation with QuickBird and the first of two next-generation satellites, WorldView-1. The company plans to launch its second next-generation satellite, WorldView-2, in the third quarter of 2009.

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**About AEGIS Technologies Group**

AEGIS has 20 years experience in providing advanced technology and expert consulting services to industries throughout the world. We create innovative solutions to challenges requiring specialized knowledge including expertise in robust sensors for HEL diagnostics, micro and nano technologies, simulation and software development, integration and analysis, training simulator development, HLA/DIS technologies, C4I-to-Simulation interoperability, and Modeling and Simulation VV&A programs for software/simulations.

To learn more about AEGIS, please visit the company's website at [www.AEGISTG.com](http://www.AEGISTG.com)

**About NBC Olympics**

NBC, "America's Olympic Network," owns the exclusive U.S. media rights to the Olympic Games, television's most powerful property, through 2012, which includes Beijing in 2008, Vancouver in 2010 and London in 2012. From August 8-24, 2008 NBC Universal will present an unprecedented 3,600 hours of coverage, highlighted by NBC in primetime with live swimming, gymnastics and beach volleyball. In August 2004, 203 million viewers watched as the networks of NBC Universal—NBC, MSNBC, CNBC, USA, Bravo, Telemundo, and NBC's HD affiliates—offered a then record 1,210 hours of Olympic coverage from Athens. For additional information, go to NBCOlympics.com, a year-round destination for fans of Olympic sports, featuring news, Beijing previews, athlete features, expert blogs, photos, Olympic video from the NBC archives and social tools enabling users to build communities around their favorite sports, post comments and blogs.

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