



Google Earth Pro Solutions  
Appraisal Institute, Fall Conference 2005

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Powered by Keyhole

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## Mission Statements

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### Google

*Google's mission is to organize the world's information and make it universally accessible and useful.*

### Google Earth

*Organize information about the world—imagery, terrain, vectors and features—and make it useful and accessible to consumer and business users.*

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## Google Earth Products

### Google Earth Pro

- Client application with hosted data
- “Connect and Go” annual subscription model

### Google Earth Enterprise

- Customized, secure data distribution

### Google Earth Hosted Services

- Hosting of your in-house data on a private virtual server

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## Google Earth Pro

### Design Tenets

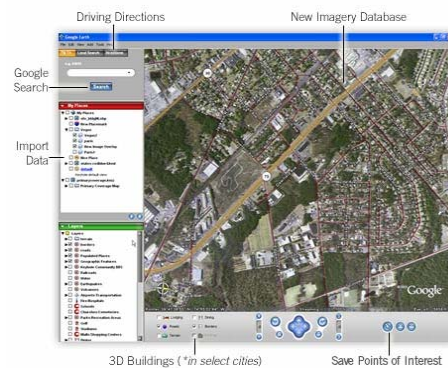
- Intuitive interface
- High performance creates impression of “local data”
- “Connect and go” deployment

### Core Functionality

- On-the-fly fusion of imagery, terrain and GIS data
- High-end GIS functions: Geocoding, spatial search, measurement

### Productivity Tools

- Annotation with rich text
- Collaboration with XML-encoded overlays on rich ASP base map



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## Why Google Earth

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### Technology

- Break-through technology enables fused view for better, faster understanding
- Hosted structure means the data is there when you need it

### Ease of Use

- Powerful but easy to use tool puts information directly in the hands of those who need it
- Outsource the burden of data updates, formats, alignment

### Cost Efficient

- XML collaboration improves quality and speed of work
- Cost savings over “GIS + data” solutions

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## Why Google Earth Pro

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### Turnkey Solution

- Integrated data- No CD shuffling
- Painless to deploy- Connect, and view

### Short Learning Curve

- Intuitive interface
- No previous experience, no special training required

### Save Time and Money

- Make decisions faster
- Make communication easier

***Keyhole accelerates real estate decision making.***

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## Q & A

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