

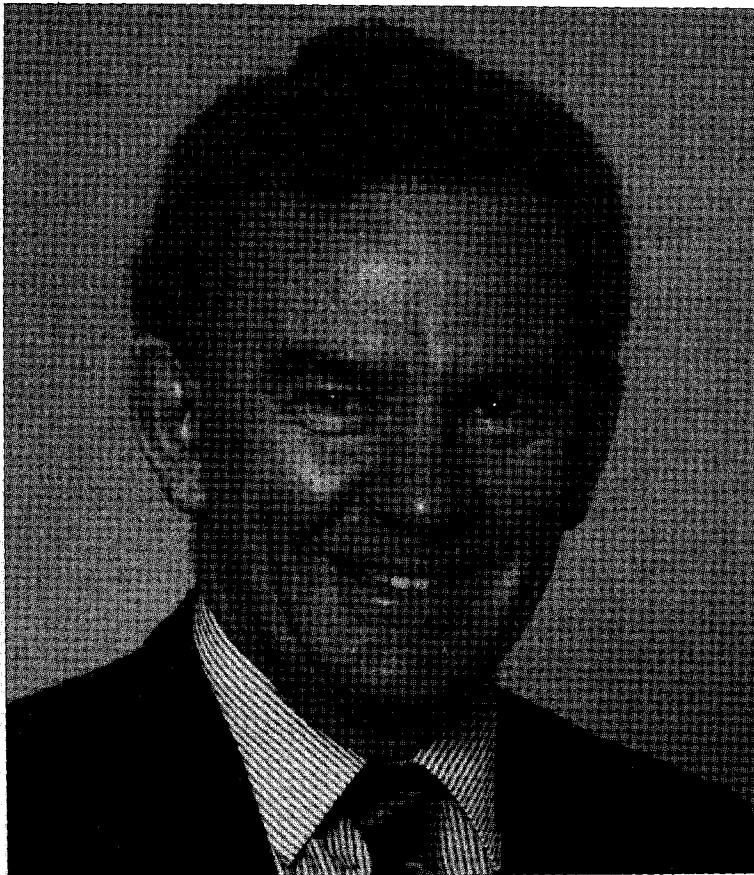


ACRES Update

DECEMBER 1991

MANAGER'S MESSAGE

As we approach the end of the year it is timely to reflect on where Australian remote sensing stands in the global context. I believe we are in good shape. We have a number of NOAA reception and processing capabilities, plus the major TERSS facility in Hobart is planning to receive the European ERS1 SAR data by mid-1992. Our private and



academic sectors are respected internationally for their applications and training competence. A number of our image analysis systems continue to be marketed successfully and Australian experts contribute to various national and international forums which plan and review remote sensing issues.

The highlight for ACRES this year has been the successful reception at Alice Springs of data from ERS1 within weeks of

launch. Our Australian built SAR processor is expected to be delivered in May. This ERS1 activity is the result of a foresighted commitment made in the early 1980's, on the part of a number of individuals and organisations.

The European Space Agency (ESA) has processed a number of our SAR scenes, and we are close to finalising arrangements with them for regular processing to meet the Investigators and our commercial client's needs, pending the commissioning of our processor.

Some 200 SAR scenes received in the initial 3 day repeat cycle are in the ACRES archive, giving a broad variety of terrain and ocean coverage in our acquisition circle. ESA will reconfigure the satellite orbit into a new 3 day cycle at the end of December. The 35 day cycle giving complete global cover is planned to begin in March 1992.

While we are hoping to make ERS1 products available early in the new year, we are also preparing for the reception and processing of data from Japan's ERS (JERS) satellite due for launch next February, and from Landsat 6 in mid-92.

Japan has approved some 300 Investigator's proposals including a number from Australia, who will receive processed JERS imagery over their target areas.

ACRES would like to hear from other Australians who are interested in receiving JERS data products for research purposes.

All the above indicates that 1992 will be a very busy year for us. The compliments of the season to you all.

Carl McMaster



FROM THE PROJECT DIRECTOR

A new era of satellite remote sensing is emerging with the advent of radar data, and the new JERS and Landsat 6 satellites. In this era we will not be able to expect the same type of coverage we have become used to, Landsat coverage will no longer be the 'blanket coverage' we have come to expect. To manage the Australian acquisition in this new era ACRES has created a Satellite Operations position which is responsible for the programming and conflict resolution of satellite passes.

In future the Marketing section will take an increased profile in client liaison, by becoming involved with inquiries and follow up to generate orders. We hope to expand the market sectors in which satellite remote sensing can provide a cost effective, long term solution to the sector managers. We want Australia to become smart users of satellite remotely sensed data to gain the competitive edge it needs in today's global world.

MARKETING AND SALES UPDATE

This has been a year of changes for ACRES. Not only are we shifting focus to assist with new customers that have little previous experience with remote sensing data, but concurrently, we are planning for the expansion of our data product

The responsibility areas are as follows -
Jenny Weissel - Marketing Manager (tel: (06) 252 4408)

John Lee - Market development for defence, environmental monitoring and urban and regional planning (tel: (06) 252 4430)

Sharelle Payne - Market development for agriculture and government resource management (tel: (06) 252 4428)

Madeleine Clark - Market development for minerals, oil and gas exploration and renewable and non-renewable resource applications in the South East Asian region. (tel: (06) 252 4409)



We would like to take this opportunity to wish all the remote sensing community a happy and prosperous New Year.

range (Landsat TM, MSS, SPOT and NOAA-AVHRR) to include ERS-1 SAR, the Landsat ETM and JERS-1 data for new and existing users.

To meet the challenge of these changes, it was necessary to review the Marketing and Sales operation, this was carried out through a six week marketing review in August and September this year. A plan to cover the Australian and South East Asian markets for the next three years has been devised.

ACRES' Distribution Network continues to be the focus of our sales activities. A new Distributor Network information sheet is enclosed with this newsletter. As we close the year we are pleased to report an overall increase of 20% in sales. Our aim is to improve on this result next year.

The Marketing and Sales personnel have, with the aid of the marketing review, restructured their activities.

Madeleine is also responsible for ACRES' promotions. The new marketing plan was outlined to ACRES Distributor Network in a workshop conducted at ACRES in October this year.

THE 12TH ASIAN REMOTE

In line with the new marketing plan ACRES has been proactive in the South-east Asian market by participating in conferences in key Asian countries. Most recently ACRES, as part of an Australian contingent organised by the Australian Space Office, exhibited in the 12th Asian Remote Sensing Conference in Singapore from 30 October to 5 November 1991.



ACRES' NEW PRODUCT FOR RURAL LANDHOLDERS AND LAND CARE GROUPS

We are pleased to announce the "FARMIMAGE", a 15.5 km X 15.5 km Landsat TM or 7.75 km X 7.75 km SPOT XS subset in colour print form at 1:50 000 or 1:25 000 scale is now complete.

THE UNITED NATIONS HIGH COMMISSION USES SPACE TECHNOLOGY FOR REPATRIATION PROGRAMME

The UNHC signed an agreement earlier this year that introduced the use of remote sensing into planning programmes for the voluntary repatriation of Cambodian refugees.

The agreement with SPOT IMAGE will provide UNHC with detailed satellite surveys of West and North-West Cambodia where the agency expects to repatriate 300 000 cambodian refugees, currently in Thai refugee camps.

The satellite images will be used to produce space maps on a scale of 1:50 000 that will illustrate land-use factors such as forest cover, soil quality and cultivability.

The maps and data bank will be used by UNHC technical teams, working with Cambodian authorities, to prepare detailed plans for rural settlement and land allocation of returnees.

SENSING CONFERENCE

ACRES had a joint representation with its Distributors who provided examples of processed products displaying the capabilities and applications of satellite data.

The ACRES stand was well received by the conference delegates and visitors who were impressed by the Australian standards and expertise in the application areas.

This is a new product that is aimed to allow rural landholders and land care groups to utilise ACRES' satellite imagery for their planning and monitoring purposes.

The "FARMIMAGE" colour prints are available at either scale for \$300.00. A floppy disk data set of the same 3 bands can be purchased at the same time for \$250.00. The "FARMIMAGE" is NOT available through ACRES but through:

AgRecon
PO Box 1,
BELCONNEN ACT 2616
TEL (06) 252 2565
FAX (06) 201 5030
OR

Mapping and Monitoring Technology,
PO Box 5704 MC,
TOWNSVILLE QLD 4810
TEL (077) 71 6622
FAX (077) 71 6626

The product's official launch will occur in January at the Outlook '92 conference where examples of AgRecon's Standard Farm Image Product will be on display. Technical details, prices and product specifications are available from the above mentioned distributors or through Sharelle Payne, ACRES Marketing and Sales on (06) 252 4428.

SATELLITE IMAGE MAP PRODUCT

John Lee is working on a new Satellite Image Map Product that allows the user the freedom to choose a Full or Quarter scene of SPOT Panchromatic (10m), SPOT Multispectral (20m) or Landsat Thematic Mapper (30m) or a merged data image (10m) using SPOT Panchromatic and Landsat Thematic Mapper.

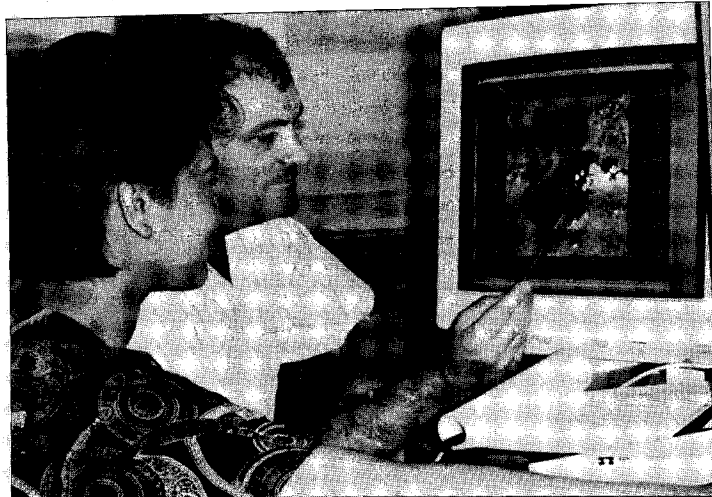
The image map is a geocoded product using either the Australian map Grid (AMG) or the Universal Transverse Mercator (UTM) projections. The image maps are available at a scale of 1:100 000 for SPOT full and 1:50 000 for SPOT quarter scenes; and 1:250 000 for Landsat TM full scene and 1:100 000 for Landsat TM quarter scenes. The final Satellite Image Map product will consist of a Computer Compatible Tape, Photographic print and the Film Negative.

John is also ACRES SPOT data sales contact and would be happy to discuss any SPOT data inquiries. Phone: (06) 252 4430 or contact SPOT IMAGING SERVICES in Sydney on (02) 906 1733.



AUSTRALIAN TECHNOLOGY TO HELP THE PHILIPPINES COPE WITH NATURAL DISASTERS

Using satellite imagery to inspect the active volcano Taal



The Australian Government is helping the Philippines cope with natural disasters by providing relief aid and through a more sustainable relief approach. Australia is helping upgrade the Philippines' capacity to use remote sensing or satellite technology for disaster prediction and management.

The Australian Government is providing aid in the form of equipment, training and technical support for a three-year Philippines-Australia remote sensing project.

The remote sensing techniques gained by the Philippines will assist in assessing the extent of damage or loss caused by natural disasters and the information can be used in planning and rehabilitation projects.

SOFTWARE DEVELOPMENTS

RSVGA Software Improvement

Eidetic Digital Imaging Limited of British Columbia, Canada, has improved the inexpensive and user-friendly RSVGA package by adding a hardcopy output feature, an automatic unsupervised algorithm and several new utility functions.

RSVGA can be purchased for \$US 425 through the Marketing and Sales Section of ACRES.

From *Decision Makers®*

Decision Makers announces the availability of GIS-Pak, a low-cost package which provides a complete GIS and imaging solution. GIS-Pak combines the digitizing capabilities of Roots with the raster modelling of MapBox and the remote sensing analysis of Dragon/ips®, to address virtually all of the GIS needs of those doing GIS research and instruction.

Decision Makers is shipping workstation MapBox for Sun and Silicon Graphics workstations. MapBox is the only GIS modelling system available which implements Dana Tomlin's *Map Algebra*, as described in the book *GIS and Cartographic Modelling*, (Prentice hall, 1990).

For more information contact Decision Images Inc, 196 Tamarack Circle, Skillman, NJ 08558 USA, Ph: 609-683-0234 or fax: 609-683-4068.

EOSAT & EURIMAGE AGREEMENT

EOSAT and Eurimage have signed a joint marketing agreement which provides Eurimage access to Eosat's worldwide Landsat data coverage and also allows the world easier access to the European archives.

Contact Madeleine Clark on (06) 252 4409 for your Overseas data needs or one of the appointed ACRES/EOSAT appointed distributors, marked on the accompanying data sheet by an asterisk *.

ER MAPPER DISTRIBUTOR APPOINTED IN WESTERN AUSTRALIA

Earth Resource Mapping (ERM) has appointed Exploration Computer Services (ECS) as the Western Australian Distributor for ER Mapper, the advanced and easy to use image processing software for Earth Sciences.

GOOD NEWS.....the advertised price rise for January will not take place. Prices should remain the same until the end of the fiscal year.

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ACRES USER MANUAL

The updated ACRES user manual is now available for a nominal fee of \$35, please contact Madeleine Clark on (06) 252 4409 for your copy.

Any enquiries should be directed to Madeleine Clark on (06) 252 4409.