

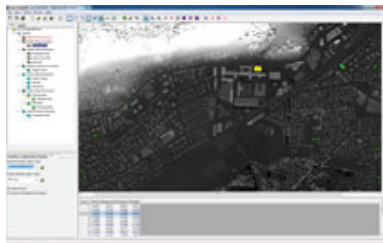
# Earth to Business

the ERDAS E-Newsletter

www.erdas.com

## ERDAS INSIGHTS

### Project Phoenix Gives Rise to ERDAS IMAGINE Viewer of the Future



Project Phoenix, ERDAS' latest mission to provide peak software performance to the geospatial industry, is well under way and promises to significantly advance ERDAS IMAGINE's viewer technology. Leveraging multi-core CPUs and GPUs, the Phoenix viewer enables smooth continuous zooming and roaming, real-time processing, and

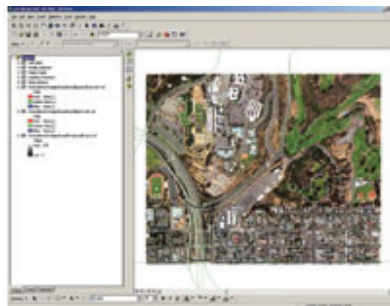
orthorectification on-the-fly. Additionally, the new viewer technology enables ERDAS IMAGINE users to view thousands of images simultaneously and toggle from a flat, projected image display to a 3D Globe with a single button-click.

To read more or watch the Phoenix viewer in action, visit [ERDAS Labs](#).

## PRODUCT NEWS

### ECW

Enhanced compression wavelet (ECW) is a high-performance compressed file format designed specifically for geospatial imagery. When compared to other image compression formats, ERDAS' patented ECW technology provides the industry's fastest decompression and compression rates possible. Remarkably, this is done without placing a heavy load on computer memory and processors, while also maintaining high compression ratios and visually lossless image quality.



ERDAS provides a range of products enabling full use of this unique technology, from creating, reading, and serving ECW files, to enabling their use within browsers, other commercial applications, or applications you create.

To learn more about ECW and find the right product for your needs, visit the new ECW page on [www.erdas.com](http://www.erdas.com).

## Webinars

August 24, 2011

**GeoEye Imagery and IMAGINE Objective: CAPITALIZE on Your Imagery Investment**

August 26, 2011

**Spanish Webinar: Incremente al Máximo el Rendimiento de sus Recursos Computacionales con ERDAS 2011**

New Archived Webinars Available:

***From the Sensor to the Internet: Ordnance Survey Ireland's Complete Solution***

***Getting More from ERDAS IMAGINE***

[Click here to view all our Archived Webinars!](#)

## Training

Did you know that ERDAS offers **training** in Australia & New Zealand, the USA and Online? For more info, e-mail [training@erdas.com](mailto:training@erdas.com).

Online Classes:

August 24: **Introduction to IMAGINE Model Maker**

September 12-14: **Fundamentals of ERDAS IMAGINE 1**

September 15-16: **Fundamentals of ERDAS IMAGINE 2**

September 20-21: **Multispectral Classification**

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Watch new episodes now!



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## CUSTOMER SUCCESS STORY

### ERDAS APOLLO Improves City Services in Melbourne, Australia



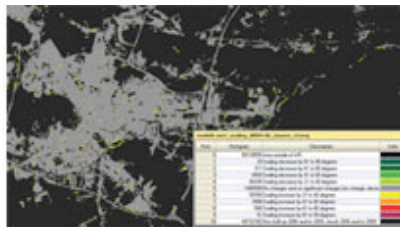
The City of Melbourne in Victoria, Australia is using ERDAS APOLLO Essentials - Image Web Server as a foundation for CoMPASS, an intranet mapping application designed to improve city services for citizens. CoMPASS unites disparate geospatial datasets and rapidly serves them to city employees and contractors within a comprehensive, easy-to-use interface

that enables them to improve community services while minimizing labor, time and costs for the City. [Read More](#)

## FEATURED TECHNOLOGY

### Mapping Urban Permeability

Among land-use planners, there is a growing awareness of the role that earth surface permeability plays in maintaining the health of the environment and its human inhabitants. Maintenance of the water cycle within urban and suburban areas requires a certain balance between permeable surfaces such as vegetation or soil and impermeable surfaces such as buildings and pavement. Successful monitoring of this balance involves a constantly evolving database requiring frequent updates.



Recently, ERDAS technology played a key role in updating the built-up and impervious layers of Europe, covering 5.8 million square kilometers and spanning 38 countries. A largely automated process, the update was implemented with ERDAS IMAGINE's Model Maker, a graphical tool that enables users to easily develop models as flow charts. [Read more](#)

## TRAINER TIP

### Quick Tip: ERDAS IMAGINE



Are you still perplexed by how to find functions in IMAGINE's ribbon interface? The Help tab has a Search function which will search the interface and return all instances of your search term in either the name or description of the function.

You can launch the function straight from Search Results or hover the cursor over the function to see where to find it in the future. To learn more visit [www.erdas.com](http://www.erdas.com). To learn more visit [www.erdas.com/training](http://www.erdas.com/training).

## STAY CONNECTED WITH ERDAS



[demo.erdas.com](http://demo.erdas.com)

[info@erdas.com](mailto:info@erdas.com)

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### Denver, Colorado, USA:

August 29-31: **Fundamentals of ERDAS IMAGINE 1**

September 1-2: **Fundamentals of ERDAS IMAGINE 2**

### Atlanta, Georgia, USA:

September 1-2: **Multispectral Classification**

September 26-28: **Introduction to LPS**

### Melbourne, Australia:

October 18-20: **Introduction to LPS**

### Leige, Belgium:

September 19-23: **Standard ERDAS APOLLO Training**

## Tradeshows

September 5-9, 2011  
**Photogrammetric Week 2011**  
Stuttgart, Germany

September 12-14  
**ERDAS Nordic User Conference**  
Åhus, Sweden

September 27-29  
**Intergeo 2011**  
Nuremberg, Germany

## ERDAS in the News

Find the latest ERDAS news in the [Online Media Room](#).

Join the LinkedIn  
ERDAS Users &  
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