

SnapEarth Project Press Release No: 1

Release Date: 29-05-2020

Subject/Title: **SnapEarth: A new standard to foster the Market growth of COPERNICUS by instigating the development of new EO applications and to develop general public awareness to EO data.**

Text:

SnapEarth (*Fostering Earth Observation market uptake thanks to natural and holistic access to added value data generated through cutting-edge Artificial Intelligence technologies*) is the European project supported by the European Commission under the Innovation Action Theme of the HORIZON2020 Programme for Research and Innovation with funding of € 1 995 030.76 (total budget is € 2 688 172.50).

Today, Earth Observation (EO) data are freely available in large quantities. However, the main obstacle to their use by the general public is that these data are sometimes hard to access, and a precise image can be hard to find from the large amount of data available. The data cannot always be exploited due to weather conditions, and its interpretation can be challenging (different bands, resolution and geometry, ...). Another reason why these data are not widely used by the general public is that they are not currently highlighted by search engines (e.g. a query returns almost no results from EO).

SnapEarth will unlock new value, derive actionable service ideas on top of Earth Observation big data collections, and anticipate future priorities by leveraging cutting-edge Artificial Intelligence and Cloud technologies and tools. Thanks to an innovative cloud agnostic product, **SafeScale** that is already operational on various successful European projects, as on Copernicus RUS project led by CS GROUP users and service providers on top of **SnapEarth** will benefit, in a transparent way, from processing platforms and data collections provided by any of the future C-DIAS and any cloud provider. This cloud brokering solution is providing a performant, cost effective environment, also protecting their investment, for the future third parties which are building their own services. The major breakthrough of **SnapEarth** comes with a new data analytics service, **EarthSignature**, which aims to automatically extract semantic information from satellite imagery. The extracted semantic information will be indexed by QWANT search engine and then be easily accessible to a wide range of user communities. Earth Observation experts and third parties will be able to train deep learning processing chains using their database of labelled Earth Observation images. The database will be near real time enriched. Therefore, **SnapEarth** allows the market move from analysing Earth Observation Big Data towards realizing Fast Data. It makes possible to buy basic imagery analysis as a commodity – much like we buy foundation data today. Several user communities are ready to engage in this new approach. **SnapEarth** proposes already several pilots projects. The first one (**EarthSearch**) will boost QWANT number of users through access to this wealth of data through natural language. The second one (**EarthPress**) involves press users who are very interested having contextual data linked to news. The following ones are linked to several Earth Observation vertical markets: **EarthClimate**, **EarthFoodSecurity** and **EarthAgriculture**. The last one **EarthSelf-Service** is dedicated to professional third parties in the same model of the DIAS but ensuring independence.

The SnapEarth consortium is made of seven high-profile European partners selected for their acknowledged excellence as well as both their complementarity and trans-nationality in order to provide the necessary knowledge, expertise, and state-of-the-art background required to ensure the success of the SnapEarth project as well as the sustainability of the expected results.

The consortium is balanced in terms of partner's profiles from 6 countries (Greece, France, Poland, Romania, Spain and Turkey), with:

- Three innovative SMEs (QWANT, KAPITECH, isardSAT) and two industrial companies (CS GROUP - France with its subsidiary in Romania) with significant state-of-the-art background in the field, experience in ambitious European R&D projects, demonstrated dissemination and exploitation capabilities, a strong product orientation, as well as access to targeted markets where they have leading positions;
- Two world-class technical research centres (METU, CERTH) offering proven cutting-edge technical and scientific background, as well as capabilities and ability to disseminate through high-ranked scientific journals and conferences.

The project implementation has been planned for 30 months.

SnapEarth project was officially launched on 19th December 2019 in Paris in France.

Links:

Visit the SnapEarth Project website at: <https://snapearth.eu/>

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