

GEODATA SOLUTIONS FOR

# RF + NETWORK PLANNING



[geospatial.com](http://geospatial.com)



**EAST VIEW GEOSPATIAL**  
SOURCE | PRODUCTION | ANALYSIS



# FOUNDATION DATA //

Satellite imagery, aerial photography, LiDAR, and other remotely sensed data act as the foundation of your geodata model. East View Geospatial carefully considers the needs of your network planning project before choosing source imagery for production, ensuring a high-quality geodata model at the lowest cost possible. From tasking the collection of new imagery to the creation of 3D models, East View Geospatial delivers end-to-end image processing services.

## KEY CONSIDERATIONS

- What is my required area of coverage?
- What derived products do I need with my geodata?
- Does my geodata need to be displayed in 3D?
- How current does my geodata need to be?

## IMAGERY OVERVIEW

Resolution	Application	Area	Benefits
 >10m	Bid planning, project assessments and needs analysis.	Suitable for large area (>10,000 sq km) coverage and rural landscapes.	Inexpensive and readily available. Global coverage. Large archive for trend analysis.
 1m-10m	Suburban and urban network planning. Detailed clutter analysis. 2.5D products.	Suitable for areas between 100 sq km–10,000 sq km.	2.5D capable. Numerous suppliers. Cost effective. Appropriate for many applications/versatile.
 <1m	Dense urban (small cell) network planning. Detailed object identification and classification. 3D products.	Suitable for focused area (<1,000 sq km) coverage.	3D capable. High vertical and horizontal accuracy. On-demand collection.

## IMAGERY PARTNERS

East View Geospatial has standing partnerships with all major imagery suppliers and constellations, including:



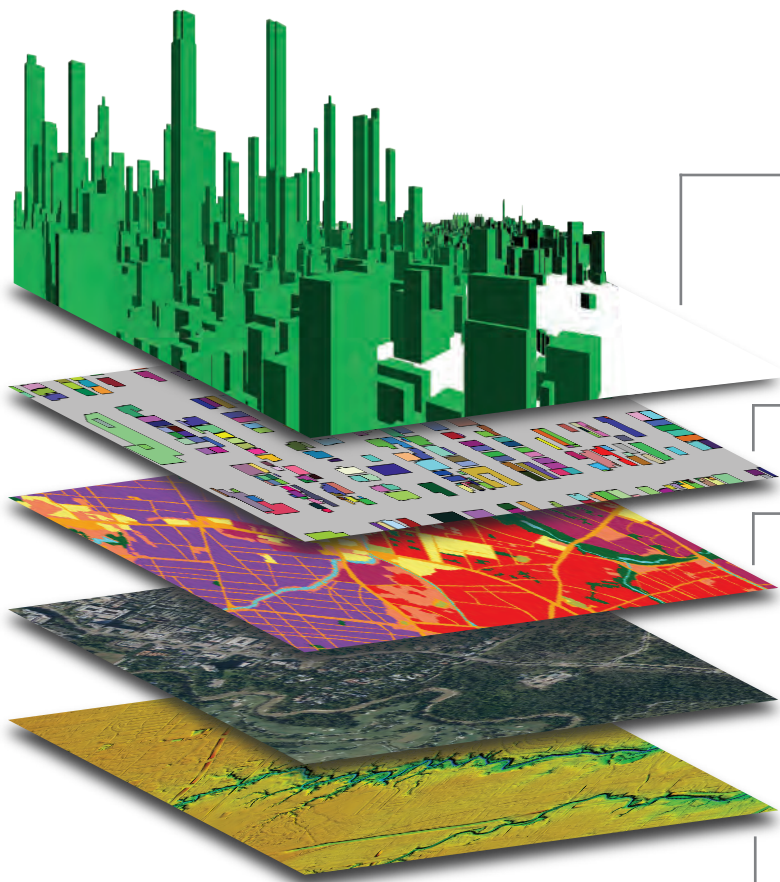


# DERIVED PRODUCTS //

Build and maintain your wireless network with state-of-the-art geodata from East View Geospatial. Whether you are expanding your 4G Network, or preparing to roll out 5G, East View Geospatial has you covered. Choose from a variety of off-the-shelf products for immediate access, or leverage our in-house team of production analysts to create custom data fit to your project's specifications. As experts in cartography and spatial modeling, East View Geospatial guarantees the delivery of accurate data in any RF planning or GIS format.

## KEY CONSIDERATIONS

- Are there suitable off-the-shelf options?
- What are my exacting standards, including minimum mapping units and classification schema?
- What attribution should my geodata include?
- How would I like my data delivered, and in what format?



### 3D VECTOR DATA

Derived from stereo imagery or LiDAR, 3D vector data portray features with measurable vertical relief including buildings, trees, and other potential signal obstructions. Useful in dense urban planning and small cell design, 3D data allow for accurate network propagation modeling and high frequency line-of-sight network applications.

### 2D VECTOR DATA

Polygons, lines and points used to represent features such as buildings, roads, or other places of interest. Fully georeferenced and can be attributed to contain unique quantitative and qualitative information.

### CLUTTER

Categorical representation of the Earth's land cover into distinct classes. Available in 2D and 2.5D dimensions. Classification schema and resolution dependent on source imagery, though can be customized depending on area of interest and the specific application. Useful in modeling frequency inference caused by vegetation and other land cover features.

### IMAGERY

High resolution satellite imagery and aerial photography facilitating visual interpretation of geodata layers. Imagery is ortho-rectified using high-resolution DEMs to ensure geometric accuracy. See Foundation Data section for more details.

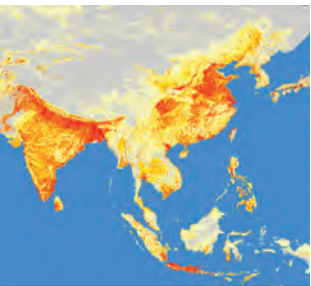
### DIGITAL ELEVATION MODEL

Includes both Digital Terrain Models (DTM) and Digital Surface Models (DSM). DTM are a 3D representation of the Earth's bare surface, while DSM provide a 3D model that captures all objects extruding from the Earth's surface, including tree canopies and man-made features like buildings. Available off-the-shelf or through custom production, DEM can be provided at multiple scales and resolutions depending on the application.

# POPULATION DATA //

Enhance your network planning efforts with population data from East View Geospatial. Accurately predict areas of high traffic demand, strategically design greenfield deployments, and improve upon existing networks with the latest demographic and population distribution data. Whether transferring original content or providing value-adding analytics, East View Geospatial provides best-in-class population information.

## LANDSCAN™ POPULATION DATABASE



LandScan is a global population database developed by Oak Ridge National Laboratory. An R&D 100 Award Winner, LandScan uses spatial data and imagery analysis techniques to determine ambient population estimates at approximately 1 km resolution. With annual updates to reflect global population trends, LandScan is the industry standard for global population distribution.

## CENSUS ARCHIVE



East View Geospatial specializes in the procurement, translation, and distribution of authoritative census data from around the world. With detailed information describing the demographic, social, and economic conditions of a country, census data from East View Geospatial allows for market research managers can trust.

## CUSTOMIZE YOUR GEODATA WITH EVG AND SAVE

East View Geospatial is committed to fulfilling the needs of your RF planning initiative. We design a geodata package that's tailored to you by carefully assessing your projects requirements, determining the appropriate specifications, and delivering a product that's easily integrated into the RF planning software of your choice. From single files to comprehensive packages, East View Geospatial pledges to reduce your costs and increase your value by providing only what your project necessitates.





## THE EAST VIEW GEOSPATIAL ADVANTAGE

### Expanding 4G? Planning for 5G?

Contact us today to learn how East View Geospatial can serve your planning needs

### 20+ YEARS' EXPERIENCE

Providing spatial data and analysis  
for clients across the world

### GEO-CONSULTATION SERVICES

We help you navigate through all options,  
creating the best solution for you and your budget

### GLOBAL SUPPLIER NETWORK

Connecting customers with uncommon data  
from authoritative sources

### DEDICATED CUSTOMER SERVICE

Our account managers provide continuous support  
from initial inquiries to final delivery

### CUSTOM PRODUCTS

Our team of Geospatial Analysts create  
solutions tailored to your needs



## OFFICES AND REPRESENTATIVES



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## ABOUT EAST VIEW GEOSPATIAL

**East View Geospatial (EVG)** is a leading provider of authoritative geospatial data and GIS production services and solutions.

Since the early 1990s, EVG has acquired and built a vast archive of global maps and geospatial data, including topographic maps, raster and vector datasets, elevation models, remote sensing imagery, geological maps, nautical charts, atlases and books. EVG's current collection stands at over 300,000 print items and over two million digital assets.

The company's extensive supplier network allows quick access to products not in inventory. In fact, EVG has more geospatial content partners for vending maps and geodata than any other commercial entity in the world.

In addition to authoritative source material, EVG provides high-quality and cost-effective mapping and GIS services and solutions. EVG produces new geospatial products for a very diverse international corporate, governmental and academic market.