



Review guide: Google Earth

Search the world.

Google Earth™ is Google's new satellite imagery-based mapping product that combines global coverage of imagery with new navigational features including integrated Google search capabilities. It is based on technology from Keyhole, a company acquired by Google in October 2004. Google Earth is a broadband mapping tool that enables users to fly from space to street level views to find geographic information, and to explore places around the world.

Google Earth is a free downloadable application for personal use. Users can also choose to buy one of two paid services: a higher-end consumer version, Google Earth Plus at \$20/year, and Google Earth Pro, for professional and commercial use, now \$400/year. (Prior versions of Keyhole were available as a paid service only.) The paid versions offer a variety of tools for measuring, drawing, saving, printing and GPS device support. Google Earth is available in English only at the present time.

What differentiates Google Earth

Part flight simulator, part search tool

Most standard web-based map services make you click and wait for an illustration of a location to appear. But the Google Earth experience is measured in video metrics (frames per second), and the screen displays photo-realistic views taken from satellites. The fast, fluid flight enables free-form exploration of the globe. Users can zoom, tilt and rotate around whatever they see.

Explore

The combination of speed and photo-realistic images of the entire planet encourage people to explore places they didn't know about before. And the beauty of the planet itself inspires inspection of volcanic lakes in Nicaragua, sand dunes in north Africa, and other landmarks across the globe.

Search

Google Earth fully integrates local search, including business listings and driving directions by tapping into the same business and routing databases accessed by Google Maps and Google Local services. And more than a web-based map, Google Earth fosters deeper research: the user can zero in on a location, tilt the view, measure distances to other points of interest, and see other attributes in order to complete the picture of the place.

Collaboration

Google Earth enables users to annotate the earth using "Placemarks." They can add search results, driving directions and other information to their "My Places" area. This XML-based detail can easily be shared via email with other users.

Google Earth features

Fly-To box

- Type in a specific address and fly there
- Or use an intersection, city, state, zip code, country, or latitude/longitude combination



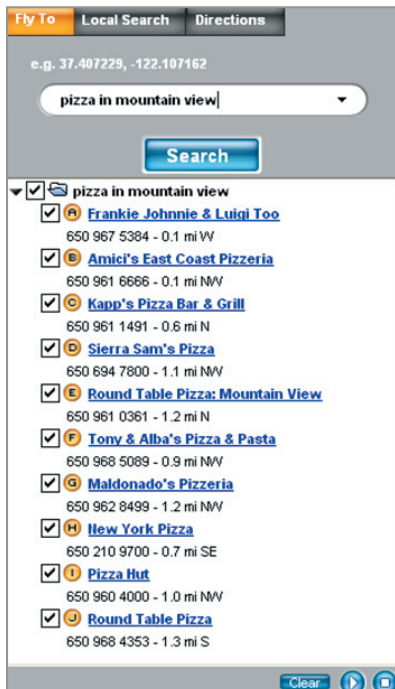
Tilt, zoom and rotate

- See other views by manipulating the viewer controls

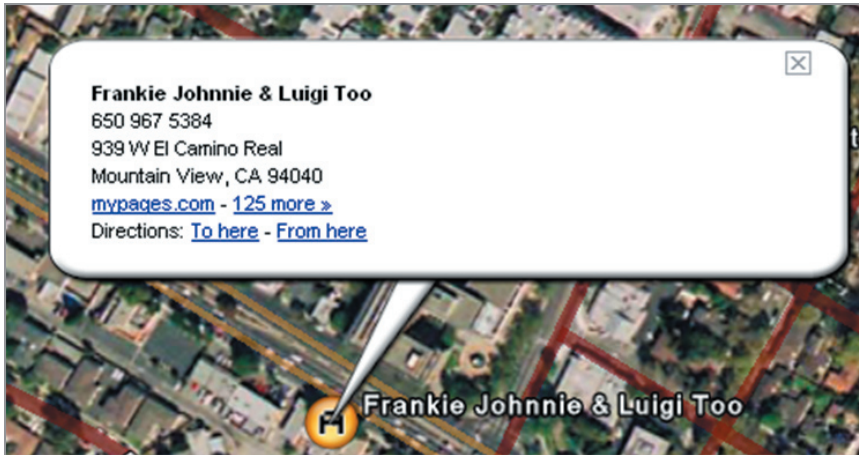


Search for businesses

- Same query format as Google Local
- See 10 results

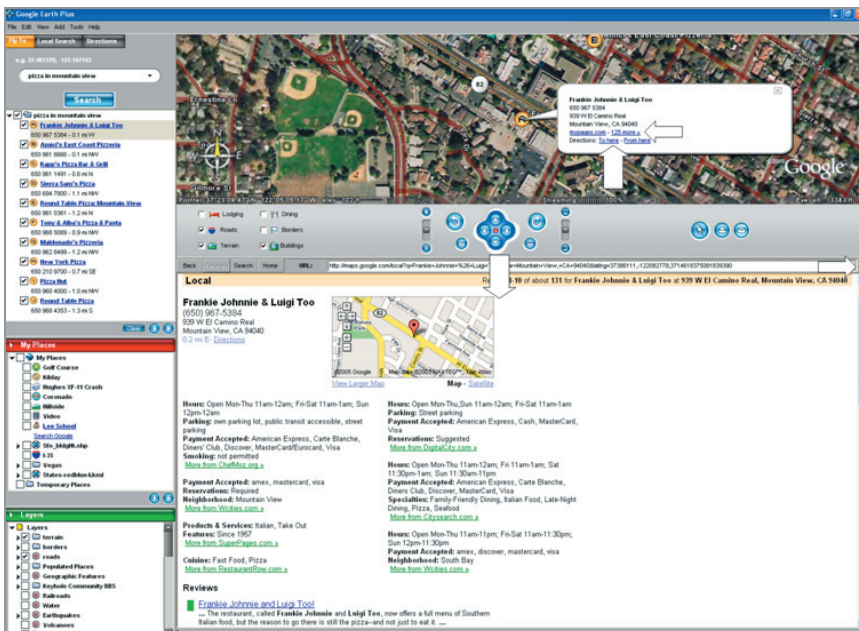


Double-click on a specific result for fly-down to that location

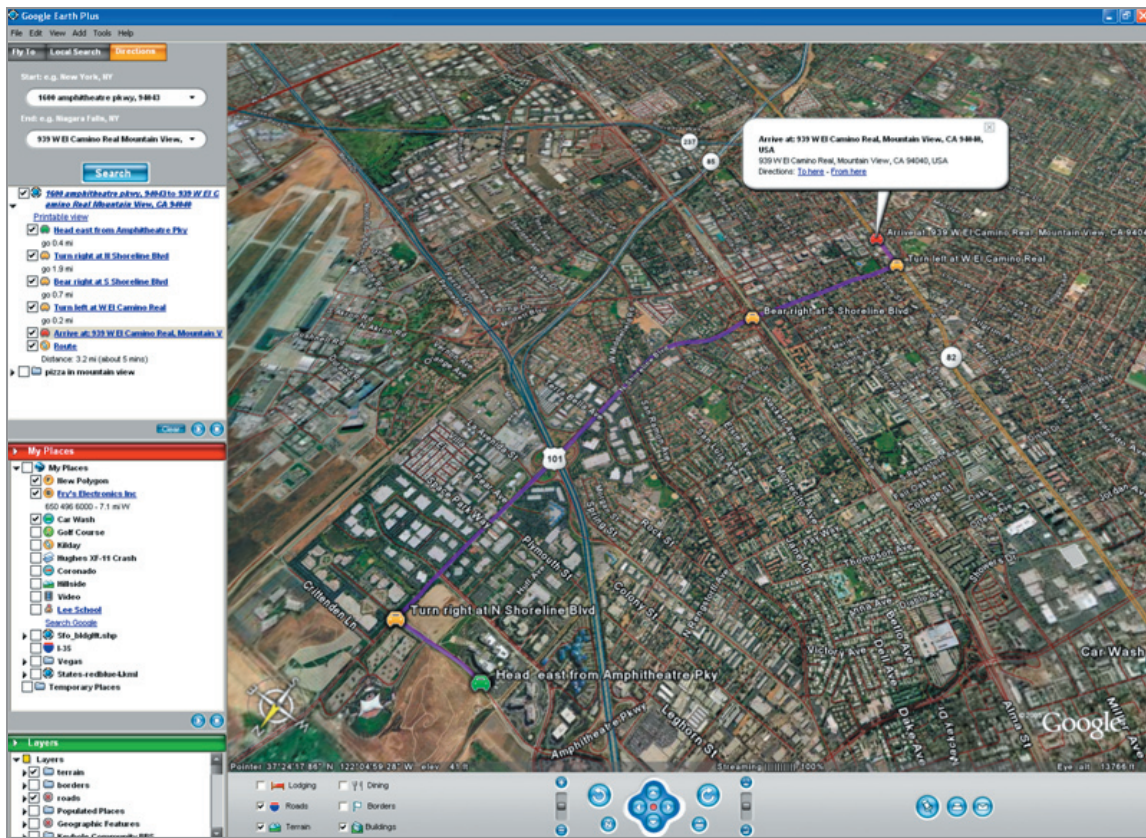


Click on "125 more" link to see integrated Google Local/Maps results

Get driving directions To or From the location you've chosen



And map your route.



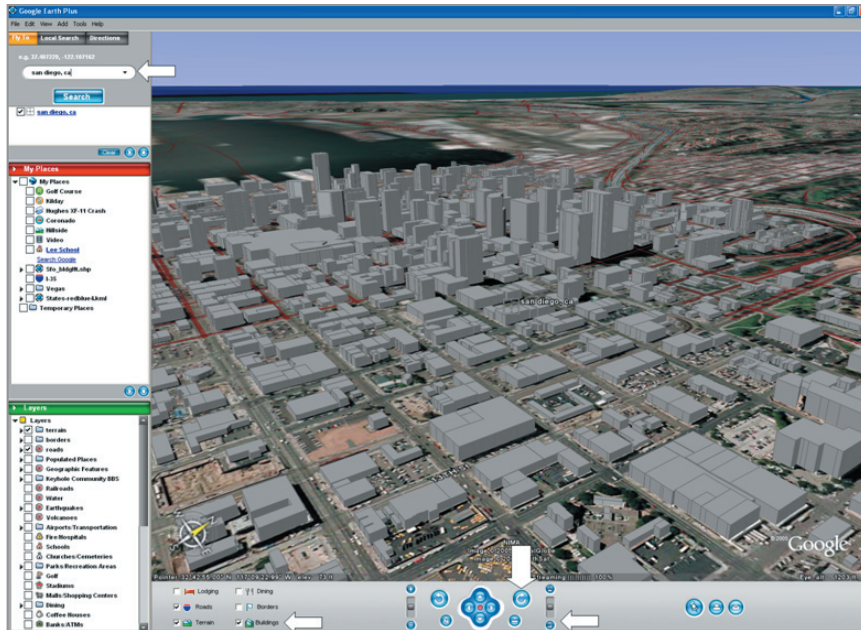
Virtual “Play” button

- Fly along the route you’ve chosen by hitting the Play button
- Google Earth takes you on a virtual helicopter tour of your route



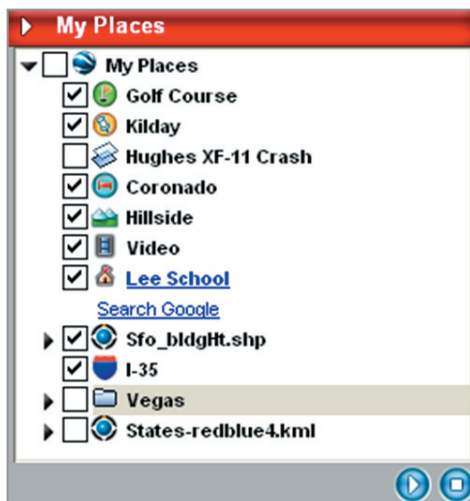
3-D buildings

- Available now for 38 U.S. cities
- Tilt and rotate to see skyline from all angles
- The buildings are displayed as architectural “massing models”



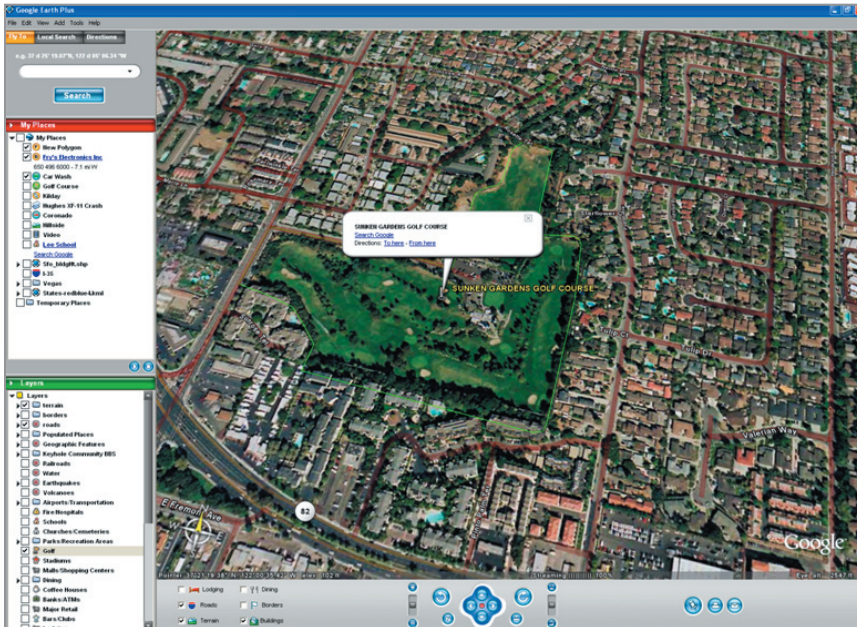
Placemarks

- Right-click and select “save to My Places” to save geographic data for easy return to favorites
- Create your own Placemarks by clicking the Pushpin icon
- Fly between all your saved places using the Play button



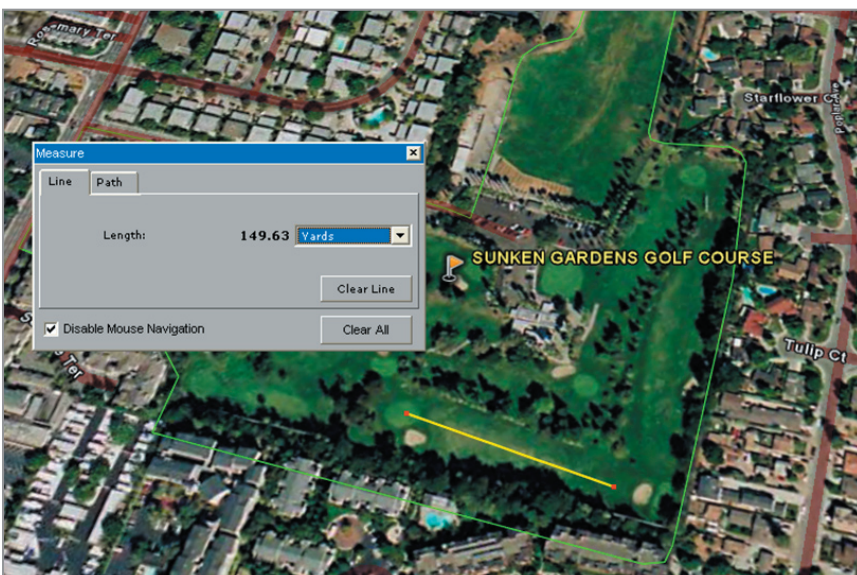
Layers

- Choose among dozens of layers to add to the view – roads, dining, schools, railroads, stadiums, as well as terrain, borders, geographical features and many more
- Layers are streamed with the mapping data, so clicking on a layer does not require a return to the server – they are highlighted when you choose them
- Click on a layer to invoke a new Google search (try this using the Golf layer)
- Users can share their Placemarks via the Keyhole BBS (<http://bbs.keyhole.com>). To view user annotations, check the “Keyhole Community” layer



Measure Tool

- Move the mouse to draw a line and get detail on a particular distance
- Pro version enables measuring by radius, perimeter and area



Google Earth step by step

1. Go to <http://earth.google.com>
2. Download the Google Earth (Beta) software
3. Run Google Earth. Try any of these uses of the application:
 - Type in an address and fly to it
 - Grab the globe with the cursor and spin it
 - Fast zoom in to a location
 - Tilt and rotate the screen using the navigation panel
 - Type in a business name or category to find businesses or points of interest
 - Get driving directions between points and fly the route

Additional details

Source for images

The images seen in Google Earth have been taken from cameras mounted on planes and satellites. Through our acquisition of Keyhole, Google has established relationships with a variety of commercial providers of aerial and satellite imagery. The image database ranges from several months old to a few years in age, and it is refreshed periodically. There are no real time images in the service.

Resolution of images

Different areas are covered at different resolutions. The resolution varies from 1 KM per pixel, where a single pixel in the image covers an area of 1 KM² to 6 inches per pixel. At the lowest resolution, large geographic features such as mountains and lakes are visible, and at the highest resolution, detailed features of the earth such as buildings and cars are visible.

International coverage

At this time Google Earth offers the greater amount of coverage in terms of images and business data in the U.S. However, the team is focused on gathering and adding more images and source data in the near future.

User support

Google Earth offers website support that includes FAQs, a user guide, and Knowledge Base. Google Earth Plus users receive web and email support, and Google Earth Pro users receive web, email and phone support.

Current paid Keyhole customers

We have lowered the price of Google Earth Plus from \$29.95 to \$20. We have also lowered the cost of Google Earth Pro from \$599 to \$400 per year.

System requirements

Minimum configuration:

- Windows 98/ME, Windows 2000, Windows XP
- CPU Speed: Intel® Pentium® PIII 500 MHz
- RAM: 128MB
- 200 MB hard disk space
- 3D-capable video card with 16MB VRAM.
- 1024 x 768, 32-bit True Color Screen
- Network speed: 128 kbps

Recommended configuration:

- Windows XP
- CPU Speed: Intel® Pentium® P4 2.4GHz+ or AMD 2400xp+
- RAM: 512MB
- 2 GB hard disk space
- 3D-capable video card with 32MB VRAM or greater
- 1280 x 1024, 32-bit True Color Screen
- Network Speed: 128 kbps

For more information about Google Earth, please visit <http://earth.google.com> or contact:

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