



PRESS RELEASE

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Self-Served Aerials – Building a Fractionalized and Failsafe Venue for Civic Intelligence

The Uberization of Airborne Data Collection

AUGUSTA, GA September 3, 2019 – Aerial intelligence at the hands of citizens appears to be a hot topic. In April, [MVP Aviation](#) flew a remotely controlled [photo series](#) over the 2019 Masters Golf Tournament for [Eureka Earth](#) ([the report](#)). This led to an Augusta Chronicle [article](#) entitled ‘Augusta start-up wants to be the Uber of aerial photography.’ Eureka Earth was also recently featured in an Aircraft Owners and Pilots Association's (AOPA) [article](#) ‘Surveillance from a Skyhawk.’ AOPA editor Jim Moore described Eureka Earth’s niche as providing “images at a higher resolution than satellites and capturing footage in places where ‘drone’ aircraft are prohibited.” Enthusiastic response has fortified this bootstrapping start-up.

Founder/entrepreneur David Dobbins claims, “Eureka Earth will dominate more than three-million square US miles from an altitude of 1,000 feet.” Satellite service providers cover the entire earth but with large resolution (9 to 39 inches). Google Earth brings good detail but with old, often irrelevant, images. Small drones can provide high-definition but have minimal access to airspace over cities while also suffering range limitations. Eureka Earth will vie for the lead by delivering live high-definition imaging (1 to 2 – inch resolution), video, and data; on-demand and controlled from anywhere.

“No one can do what we are about to do, as freely and efficiently as we can,” says Dobbins. He goes on to say, “We already have the infrastructure of more than 40,000 private or flight school owned Cessna 172’s in the field. We have prototyped and tested a removable non-modifying

camera/sensor pod. We've successfully broadcast live video (from aircraft-to-web) in drone prohibited airspace while being directed and controlled from a remote-ground-station laptop." Dobbins continued, "We are building a team to develop an extremely user-friendly application to showcase product sourced through our service provider program." Eureka Earth is not doing this alone. They are actively sourcing technical partners who will bolster their program with both expertise and development funding.

Saying there are a few challenges in navigating the legalities and regulations associated with spearheading this program is an understatement. Dobbins is currently preparing a white paper to explore the key issues. If you would like a copy, please inquire below.

For more information, please connect with us here:

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<https://eurekaearth.com/pages/contact-us>

Alternatively, phone 706-393-6565 (please leave a message)

About EurekaEarth.com

Eureka Earth® is a web-based service to be offered by Cīvicus Media, LLC. US Patent 9,688,399 issued June 27, 2017. The related service will allow sophisticated aerial data to be collected by most anyone over the web while utilizing cameras and sensors mounted on the aircraft of third-party service providers. From your desktop or by smartphone, you will become the virtual operator of the most powerful and affordable actionable-intelligence tool ever available to the public. We are committed to making Eureka Earth® the premier source of civic intelligence . . . helping you "*discover the present.*"

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Editor's Note: David Dobbins is available for interview by limited arrangement

MVP Aviaiton <https://www.mvpaviation.com/>

Photo Series <https://eurekaearth.com/collections/augusta-georgia?nopreview>

Eureka Earth <https://eurekaearth.com/>

The Report <https://www.wjbf.com/csra-news/local-augusta-company-gives-birds-eye-view-of-the-masters/>

Augusta Chronicle article <https://www.augustachronicle.com/news/20190809/augusta-start-up-wants-to-be-uber-of-aerial-photography>

AOPA article <https://www.aopa.org/news-and-media/all-news/2019/august/15/surveillance-from-a-skyhawk>