

## Space link

*"Space link" – such was the title of the March Forbes magazine's article of R. Kutuzov, dedicated to modern Russian space technologies, developed by ScanEx Research & Development Center:*

“...The images were made by the satellites, belonging to other companies and theoretically anyone may start selling them. The advantages of ScanEx are in having the largest in Russia network of ground receiving stations, an impressive archive of images and a profound experience of image processing [...]

[...] All the hardware is manufactured by outsourced companies based on orders received from ScanEx, whereas the software and the architecture of the printed circuit boards are developed by the specialists of ScanEx. For the past five years the share of hardware sales in the company revenues dropped from 50% to 10%. “Now we look at the “dishes” as at the source of getting data; the main question is how to process, pack and sell the data, - says General Director V. Gershenson. – Business is very difficult...”.



But profitable. Depending on the resolution and difficulty, the data processing costs \$1-20 per 1 sq.km for the user. Copyright of ScanEx company is printed on the satellite maps of “Yandex.Maps” and Mail.ru web-sites. Lukoil company is one of the customers: satellite-based monitoring enables to control the level of pollution in offshore oil production areas. [...]

[...] "When we started the project, ScanEx was basically the only one company ready to submit satellite images for publication", — says Maria Orlova, Project Manager of “Yandex.Maps”. However, nowadays the company has several competitors and in certain directions they are even stronger than ScanEx” [...]

[...] An image can be ordered on the web-site of a foreign company or from a Russian reseller. However, it will take long (sometimes several weeks) to get a “fresh” image (not from the library). Speed – is the main competitive advantage of ScanEx. Thanks to own network of receiving stations and to exclusive contracts with the Indian Antrix company, having several satellites and with ImageSat International, granting licenses to receive data from the Israeli remote sensing satellites, V. Gershenson can acquire (and submit to the customer) the data with only 30-40 minutes delay.

This is why, if an operational control of the situation from space is required, ScanEx has no rivals, - stresses senior expert of OAO "Energopromanalitika" Dmitry Dobrynin, who orders space images for the needs of RosAtom State Atomic Energy Corporation. [...]

[...] The dream of V. Gershenzon are the long-term contracts for monitoring of industrial facilities, such as sea ports, roads, main pipelines. For the sake of such orders he is ready to manage projects for the state structures for free. For example, he prepared 50 images of the water area for the Novorossiysk Seaport Administration, which allowed detaining five ships, dumping oil products at anchorage.

He also engages in propaganda of applying space imagery in day-to-day life. Gershenzon opened his web-site Kosmosnimki.ru even before Google Maps, with middle resolution images of the Russian territory available for free. Those interested in maps or higher resolution images can order them on a commercial basis. The entrepreneur believes that the future of the company belongs to personal services. [...]"

*The full version of the article "Space link" (Forbes, March 2010, Russian version) is available by the following link:*

<http://www.forbesrussia.ru/svoi-biznes/predprinimateli/45838-svyaz-s-kosmosom>



*Photo by Dmitry Ternovoy for Forbes*