



Innovative GEOINT Application Provider Program (IGAPP)

Outreach Overview Brief

22 Aug 2018

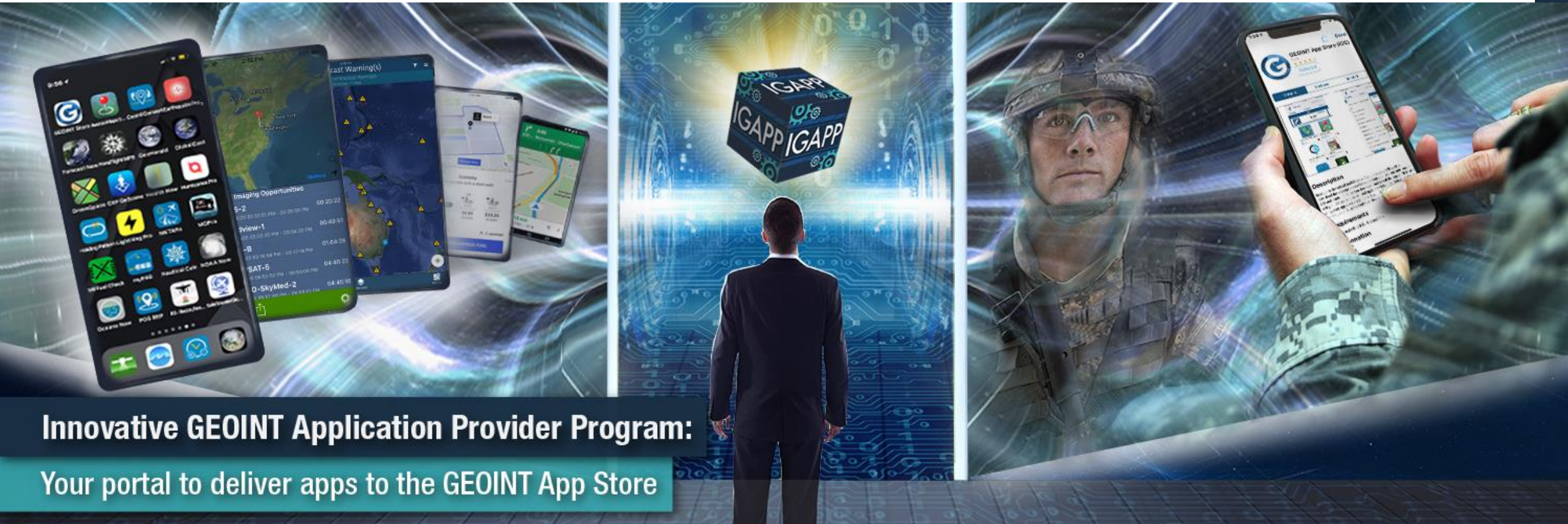
The overall classification of this presentation is:
Approved for public release, 17-711

NATIONAL GEOSPATIAL **NGA** INTELLIGENCE AGENCY

Agenda

- Outreach Overview
- Marketing Documents
- Vendor Opportunity Packages (VOPs)
- User Outreach Efforts
- IGAPP Social Media
 - IGAPP “In the News”
- Future Marketing Events
- Contact Information / Questions

Innovative GEOINT Application Provider Program (IGAPP)



Innovative GEOINT Application Provider Program:

Your portal to deliver apps to the GEOINT App Store

Marketing Documents - Apps Available Brochure

DISASTER ALERT AND RESPONSE APPS

- GXP OnScene** (BAE Systems)
GXP OnScene allows incident commanders and first responders in the field operate within a common operating picture for maximum efficiency and shared geospatial awareness at the scene of an event or crisis.
- My Earthquake Alerts Pro** (Ruston Apps)
View worldwide earthquake information in near real-time and receive alerts for earthquakes, dating back to 1975.
- My Hurricane Tracker Pro** (Ruston Apps)
Track typhoons, cyclones, tropical storms and receive custom alerts with search and discovery of historical storms dating back to 1975.
- R3** (TerraGo Technologies, Inc.)
Customized for the missions of recon, response and recovery. The zero-code platform that enables customers to build apps tailored to their needs.

MARITIME AWARENESS

- Maritime GuardianPro** (Sylvain Analytics, Inc.)
View and report disruptive/hostile acts on the sea such as piracy, cy, DMC, ENC, MODU (oil rigs), World Ports, Broadcast Warning.
- My Tide Times Pro** (Ruston Apps)
View tide and current information from over 9,000 tidal stations in real time, moon phases and weather forecasts.
- Nautical Calculator** (Aviation Mobile Apps, LLC)
Nautical Calculator solves the equations/warnings associated reduction tables and the full text of "The American Practical Navigator".
- Oceans Now** (Kelly Technology, Inc.)
Oceans Now algorithms consume all available ocean, wind, tide, wave and current and forecasted maritime conditions from all publicly available sources.

IMAGERY AWARENESS

- GreenSpace** (Optensiy, Inc.)
Discover and exploit Landsat imagery from a region of interest. IR, VI and MNDWI) to show the health and water content of vegetation.
- SpyMeSatGov** (Orbit Logic, Inc.)
View information, details and real-time position of imaging satellites. Enhanced View Imagery (requires an Enhanced View account).
- World Now** (Kelly Technology, Inc.)
Search a coverage area for near real-time weather and environmental satellites. Includes storing and sharing of images on your device.

HEALTH AWARENESS

- Health Now** (Kelly Technology, Inc.)
Health Now delivers the latest health findings and research from science. Find the latest information on disease, drugs, diet, nutrition and more.

NEWS AND CURRENT

- GeoHerald** (Kelly Technology, Inc.)
Explore the 3D Globe with freeform RSS news feeds integrated with volcanic eruptions, icebergs and floods. Supports user KML/GeoRSS feeds.
- GeoNews** (Takor Group Pty Ltd)
Search news for an area of interest whether that's your local town view of headlines and previews from the last search.
- GlobeNewsReader** (Optensiy, Inc.)
Search and filter through hundreds of news sources and articles a search by geographic location, keyword and language.

Grand Challenge 2018 Runner-Up

Approved for public release

AVIATION APPS

- ESB Aviation Calculator** (Aviation Mobile Apps, LLC)
Supports pre-flight planning and in-flight troubleshooting with 75+ calculations (time, speed, distance, effects of wind, fuel planning, etc.), 100+ unit conversions and built-in aviation weather reports.
- Flight Log - Army** (Phoenix Flight Software, LLC)

TRAVELER AND SAFETY INFORMATION APPS

- Global Navigator** (Kenshiro)
This GPS app provides bearing and distance to your destination without the need for internet access. Simply enter the GPS coordinates of your destination when navigating in austere environments. (mountains, desert, or at sea)
- SafeTravelerGlobe** (Optensiy, Inc.)
Assists users traveling OCONUS by visually displaying official information on a map, which can be vital to their safety. Includes U.S. Embassies, Dept of State alerts and warnings, regional risks and emergency contact information.
- Position Reporting** (Aviation Mobile Apps, LLC)
Provides the ability to simultaneously send a distress message to a pre-designated contacts list via phone call, SMS and email – without hindering current communications for the user.

WEATHER APPS

- Forecast Now** (Kelly Technology, Inc.)
Access current weather, forecasts and warnings, air quality, UV index, animated radar and satellite images from the NWS and EPA for any town (U.S. only).
- GlobalCast** (Kelly Technology, Inc.)
Access current weather information, forecasts at 3-hourly or daily intervals, animated wide-area satellite view and near real-time local satellite images for your location (global coverage).
- My Lightning Tracker Pro** (Ruston Apps)
Monitor lightning strikes all around the world in near real-time as you watch thunderstorms as they occur and receive notifications whenever strikes are detected in the areas you select to monitor.
- NOAA Now** (Kelly Technology, Inc.)
Locate ocean and mainland storms. Includes the latest severe weather alerts from NOAA, animated satellite views, EVL images, NDBC marine information and the nationwide UV index.

ACCESS AND DOWNLOAD INSTRUCTIONS

FROM A DESKTOP COMPUTER

Step 1: Visit the GEOINT App Store site at <https://apps.nga.mil> from a GAGPIV-enabled machine and a browser that has your settings loaded.

When prompted, choose "NO Cookies".

Step 2: Create Account

Select "User" or "Discontinued User"

Complete the requested information: password, account duration (Duration = 1 Year, justification = activity on a device that does not require hard token credentials), and establish the required security questions with your custom answers.

Close your browser tab or window – you have completed all required items for GEOINT.

Step 3: Update GEOINT App Store User Profile

Navigate in a web browser to: <https://apps.nga.mil>

Select "My Account" or "Update My Profile" and provide your email and other required information.

If you ever need to change or forget your GEOINT password, use Step 1 and 2 above from a desktop computer.

You may now proceed to Step 1 of the Mobile Device instructions.

FROM A MOBILE DEVICE

Step 1: In an approved app store, search for "GEOINT App Store".

Step 2: Tap the "Get" button (iOS) or "Install" button (Android).

Step 3: Tap the "Get" button (iOS) or "Install" button (Android).

Step 4 – iOS Users Only: iOS users must "trust" the app before opening the GEOINT App Store.

Step 5: Open the GEOINT App Store from your device.

For GEOINT App Store operations support: email: geoint.appstoreteam@nga.mil | phone: 314.676.9210

FOLLOW IGAPP ON SOCIAL MEDIA

LinkedIn	https://www.linkedin.com/in/IGAPP	Google+	https://goo.gl/aAvQgr
Facebook	https://www.facebook.com/TheIGAPP	Twitter	https://goo.gl/8hp25
YouTube	https://goo.gl/vQ9j6W	Email IGAPP	igapp_help@engility.com

IGAPP

Innovative GEOINT Application Provider Program

6 KEY MISSION AREAS

LAND

SEA

AIR

SCIENCE

DISASTER RESPONSE

DoD-DIRECT SUPPORT

WHAT IS 'IGAPP'?

IGAPP is a brokerage program, bridging the gap between federal customers and commercial app vendors in an effort to provide DoD and IC users unprecedented access to Android, iOS and Windows Desktop-compatible applications – the first program of its kind by any federal agency.

WHERE DO I FIND THESE APPS?

NGA created the GEOINT App Store to optimize the enterprise-wide delivery of geospatial-intelligence (GEOINT) mobile apps to all users within the Intelligence Community and Department of Defense.

Since initial release in 2013, the GEOINT App Store's cross-domain, intuitive, self-service design, implements commercial best practices and industry standards to ease the access, discovery and free download of the most state-of-the-art GEOINT apps to meet the unique mission sets of our IC partners and DoD customers.

WANT TO DOWNLOAD AN APP?
[HTTPS://APPS.NGA.MIL](https://apps.nga.mil)
or scan here with a mobile device:

HAVE AN APP TO PROVIDE?
[HTTPS://IGAPP.COM](https://igapp.com)



GEOINT APP STORE

EXPLORE MORE

Approved for public release, 17-714, 17-482



NGA
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[NGA.mil](https://nga.mil)



NGA



Marketing Documents - Travel Apps Postcard

DOWNLOAD TODAY: [APPS.NGA.MIL](https://apps.nga.mil)

GEOINT APP STORE
EXPLORE MORE

BEST TRAVELER SAFETY APPS FOR 2018
DoD EDITION

ABOUT GEOINT App Store

NGA created the GEOINT App Store to optimize the enterprise-wide delivery of geospatial-intelligence (GEOINT) mobile apps to users within the Intelligence Community (IC) and Department of Defense (DoD). The GEOINT App Store implements commercial best practices and industry standards to ease the access, discovery and download of the most state-of-the-art GEOINT apps meeting the unique mission needs of IC partners and DoD customers.

 **Position Reporting**
Provides the ability to instantly send a distress message to a customized contacts list via phone call, SMS and email without affecting current communications in use.

 **SafeTraveler Globe**
Assists users traveling OCONUS by visually displaying U.S. Embassy locations, Dept of State alerts, warnings and regional risks on a map.

 **Avenza Maps**
Offline GeoPDF map viewer with an in-app map store providing access to thousands of professional maps for team navigation, awareness and safety of travel.

 **NGA**
NATIONAL GEOSPATIAL-INTELLIGENCE AGENCY

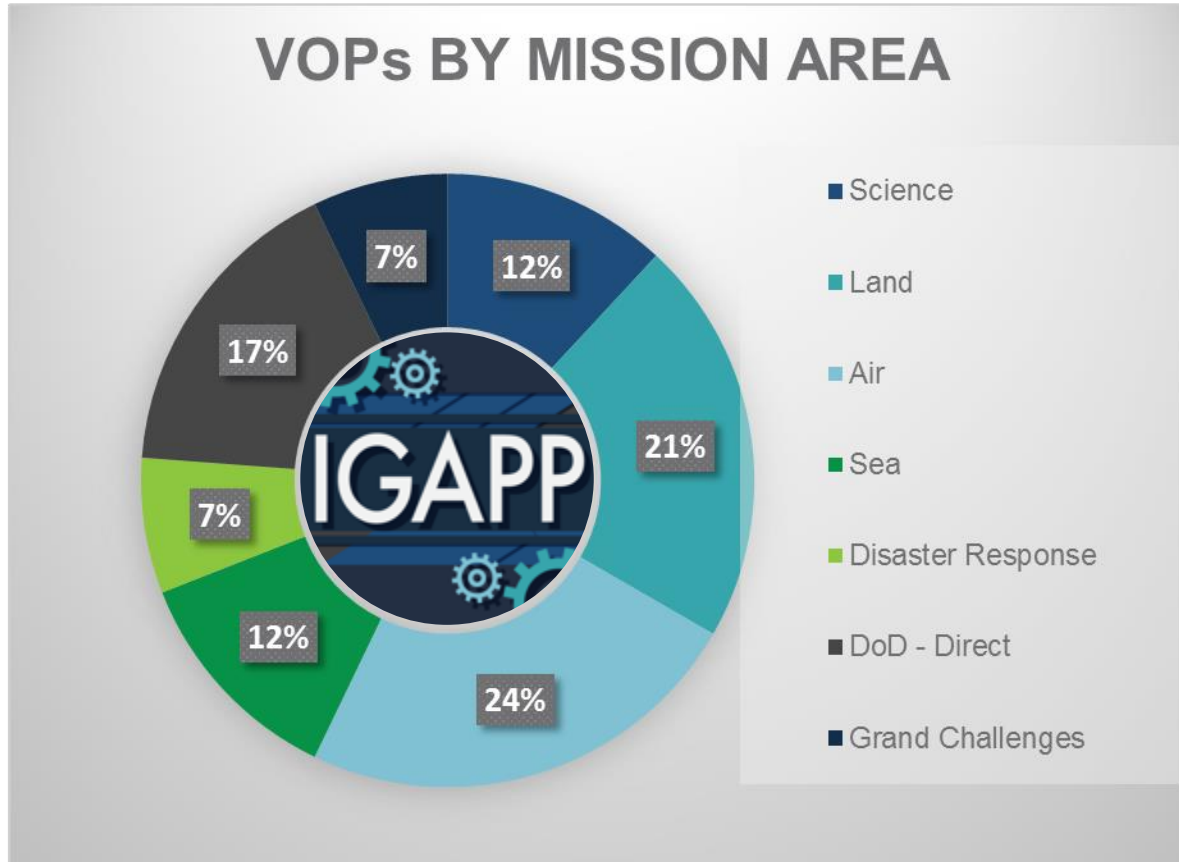
NGA.mil


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Marketing Documents - App Graphics



Vendor Opportunity Packages (VOPs)



Unexploded Ordnance (UXO) Location Information App

VENDOR OPPORTUNITY PACKAGE (VOP)
Innovative GEOINT Application Provider Program (IGAPP)

WHAT IS IGAPP?
IGAPP is a brokerage program, bridging the gap between federal customers and commercial app vendors interested in using the National Geospatial-Intelligence Agency (NGA) database of geospatial information to solve problems supporting vital and fascinating missions. App vendors are compensated through IGAPP using a market-driven compensation model. Developers provide their IGAPP apps and innovative app ideas to turn government customer needs, problems, and challenges into safe, tested apps for the GEOINT App Store. In return, IGAPP app developers will have access to NGA's data, expertise and customers.

BACKGROUND
The detection and mapping of unexploded ordnance (UXO) is a critical issue for a variety of potential users ranging from military personnel responsible for force protection on military bases to military, United Nations, and /or emergency response personnel operating in war torn or war ravaged regions of the world. It is critical that personnel have the capability to quickly and reliably survey areas where munitions or ordnance were known or suspected to be used to identify and map any potential hazards, and support the avoidance and safe removal of those potential dangers.


















APP NEED
The DoD is seeking an app that will support the geolocation of both land-based and underwater unexploded ordnance or other explosive devices. The app must allow for manipulation of location overlays. Ideally, the app would also support near-real time communication between field-based handheld devices and a Command Center via low bandwidth connections to allow for situational reporting on a regular basis. The finalized application will go through the IGAPP process and be made available for customers of the GEOINT App Store.

MARKET
This app will appeal to force protection and explosive ordnance detection officers of all US armed forces, international FP and EOD personnel supporting the United Nations and other countries, as well US and international hazard assistance and disaster response personnel (HADR). Initially, the potential number of users is expected to be on the order of several thousand, and could ultimately expand to 450,000+.






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Outreach Efforts – FY 18

Completed Events

	<p>2017 AUSA Annual Meeting & Exposition Oct 9-11, 2017 Washington, D.C. Association of the United States Army (AUSA)</p>		<p>DEVCON 2017 Mar 1, 2018 Chantilly, VA</p>
	<p>NGA Tech Showcase West Oct 17-18, 2017 St. Louis, MO Day 1 - Unclassified portion at T-Rex Day 2 - Classified portion</p>		<p>geoint TAMPA Apr 22-25, 2018 Tampa, FL</p>
	<p>NGA Tech Showcase East Nov 15, 2017 Springfield, VA</p>		<p>MCAS Cherry Point Tactical & Tech Day May 8, 2018 Havelock, NC</p>
	<p>I/ITSEC 2017 Nov 26 - Dec 1, 2017 Orlando, FL</p>		<p>MCB Camp Lejeune Tactical & Tech Day May 9, 2018 Jacksonville, NC</p>
	<p>Tyndall AFB Tech Expo Dec 5, 2017 Panama City, FL</p>		<p>Fort Bragg Tactical & Tech Day May 10, 2018 Fayetteville, NC</p>
	<p>Hurlburt Field Tech Expo Dec 6, 2017 Fort Walton Beach, FL</p>		<p>FOSS4G North America May 14-16, 2018 St. Louis, MO</p>
	<p>Eglin AFB Tech Expo Dec 7, 2017 Fort Walton Beach, FL</p>		<p>EUCOM/AFRICOM Open Source and Social Media Jun 12-14, 2018 Germany</p>
	<p>Developer Week 2018 Feb 3-7, 2018 San Francisco, CA</p>		<p>AWS Public Sector Summit Jun 20-21, 2018 Walter E. Washington Convention Center, Washington, DC</p>
	<p>Mobile Growth Summit 2018 Feb 7-8, 2018 San Francisco, CA</p>		

Upcoming Events

	<p>11th US Government Geospatial PDF Working Group Meeting Aug 8, 2018 Reston, VA</p>
	<p>JBSA - Fort Sam Houston Tech Expo Aug 27, 2018 San Antonio, TX</p>
	<p>Joint Medical Modeling & Simulation Expo Aug 28, 2018 San Antonio, TX</p>
	<p>JBSA - Randolph Tech Expo Aug 29, 2018 San Antonio, TX</p>
	<p>Security Hill Cyber & Tech Day Aug 30, 2018 San Antonio, TX</p>

Outreach Events – FY 18

Grand Challenge Award Presentation 2018



GEOINT Symposium 2018

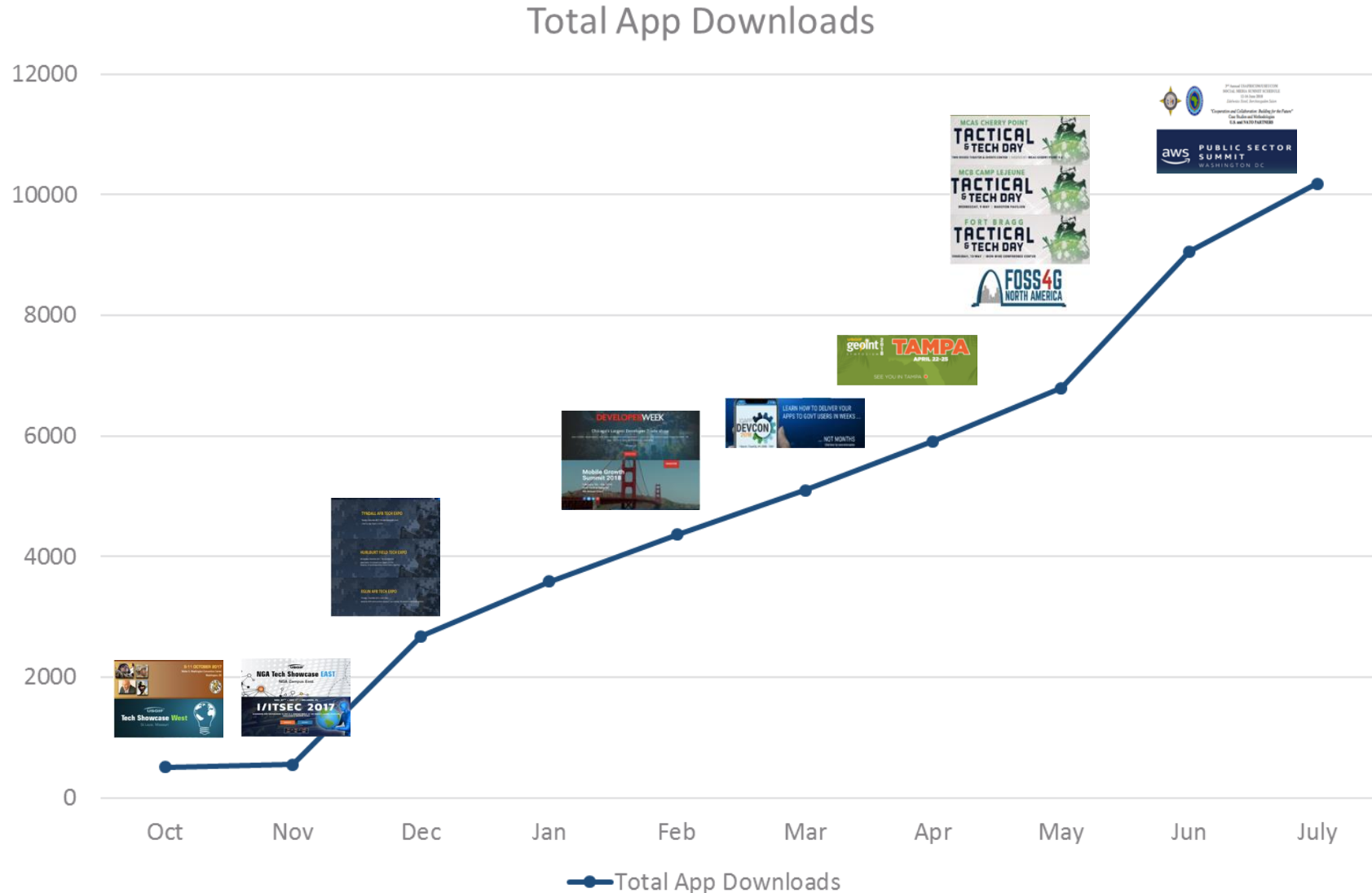


North Carolina DoD Tech Showcases 2018



IGAPP DevCon 2018

Outreach Effort Effectiveness – FY 18



IGAPP Social Media Outreach – Growth since Mar 2018



↑ 8% Followers

Twitter User Conversion Rate ↑ 4%

Tweet/Impression Rate 1 Tweet= 12,058 ↑ 1,900%



↑ 23% Followers




↑ 12.5% Followers

Post/Engagement Rate ↑ 800%


Top Posts (by Outreach Effort):

- #1 – Grand Challenge 2018 (80K Views)
- #2 – References to Media (Wired Magazine)
- #3 – New App Announcements



IGAPP @IGAPP_GEOApps · Apr 23

Discover @GEOINT2018 how #IGAPP is delivering Mobile Apps to Government Users spark.adobe.com/page/TVWKEoEyZk... @NGA_GEOINT @USGIF @EngilityCorp



Delivering Mobile Apps to Government Users in Months, not Years

by David Geiger, IGAPP Customer Relationship Manager, Engility

Delivering Mobile Apps to Government Users in Months, not Years

See the story


spark.adobe.com

Impressions 80,270

51,381 organic 28,889 promoted

Total engagements 152

Detail expands	61
Link clicks	59
Profile clicks	21
Likes	5
Retweets	3
Hashtag clicks	3

 **Your Tweet has earned 17,118 new impressions!**

This promotion is complete [View details](#)

Promote Tweet again



IGAPP in the News – Wired Magazine Article



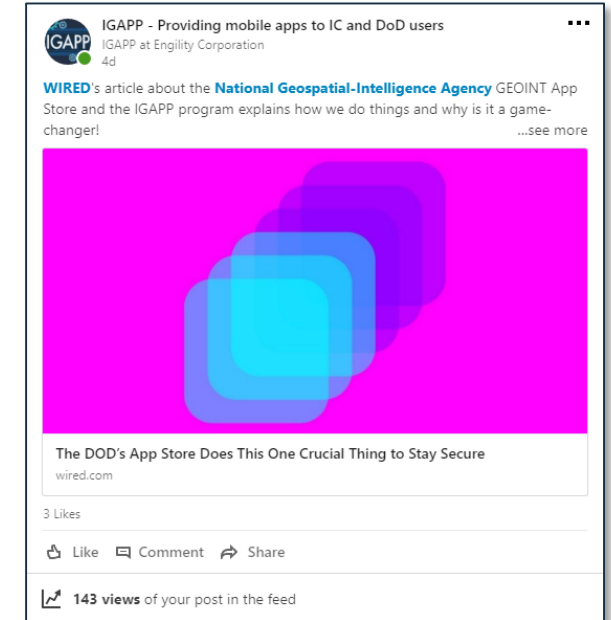
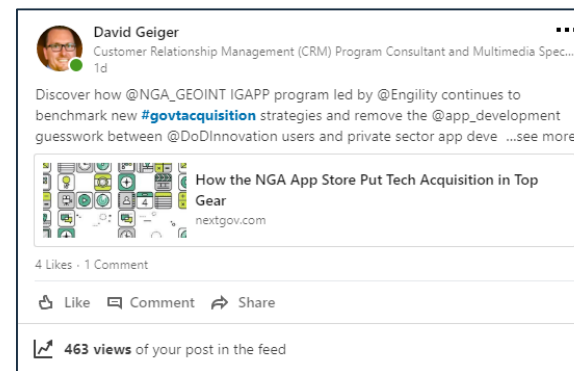
5 Followers



4 Followers, 600+ Views



- Top Post viewed by IC and DoD personnel
- Article directly responsible for driving more than five new vendors to register as IGAPP Approved Vendors
- Shared/Re-Tweeted by NGA OCC
- Highlighted in “NGA in the News” portion of NGAToday on 5 July



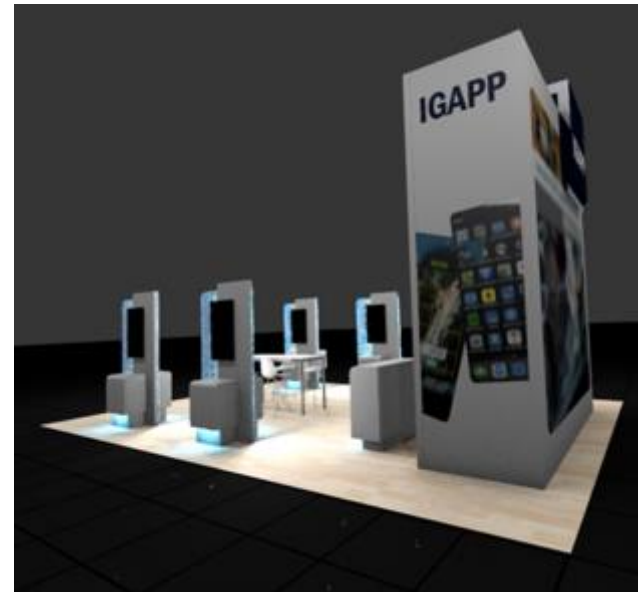
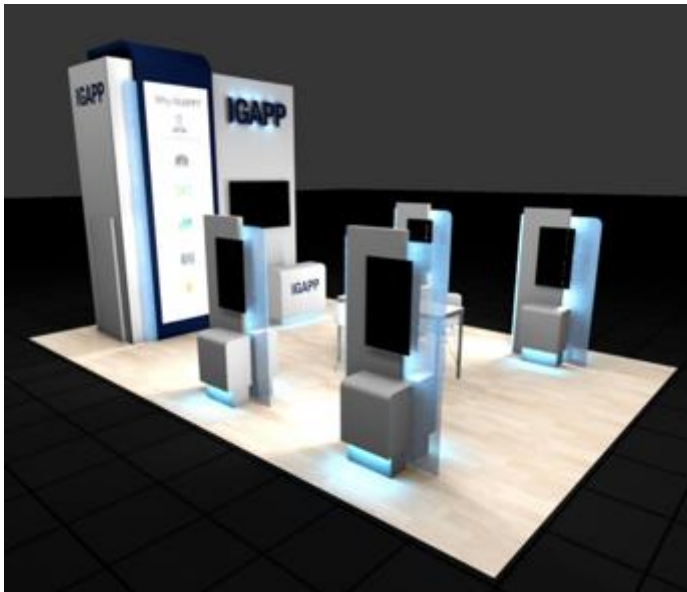
Future Marketing Events

Concept:

- IGAPP Approved Vendors join the IGAPP team at a future event

Benefit:

- Utilize additional resources to grow discoverability of apps in the GEOINT App Store and help grow sales for vendors
- Larger visibility at an event for a fraction of the cost
- Apps for all mission areas on display



Future Marketing Events

Logistics:

- Eligible participants include IGAPP Approved Vendors with app(s) in the GAS
- Demo area for each participating vendor
- IGAPP Branding
- NGA IGAPP Lead on hand for bulk purchases/MIPR requests?
- Equal Opportunity for all Approved Vendors to participate (first come first serve)

Vendor Stipulations:

- 1-2 vendors per demo space
- Limited self-branding
- Marketing of other products besides GAS app(s) prohibited
- Coordinated approach amongst vendors



Contact IGAPP

IGAPP Contact Information

T.J. Draper, Product Owner

314.676.0278

Terry.W.Draper@nga.mil

Michael Aper, Marketing Manager

314.676.0914

Michael.Aper@Engility.com

David Geiger, Customer Relationship Manager

801.510.7158

David.D.Geiger.Ctr@nga.mil

Henry Paik, Vendor Relationship Manager

703.984.6088

Henry.Paik@Engility.com



GEOINT App Store
<https://apps.NGA.mil>

IGAPP Vendor Portal
<https://igapp.com>

Follow IGAPP on Social Media



[https://www.facebook.com/
TheIGAPP](https://www.facebook.com/TheIGAPP)



[https://twitter.com/
IGAPP_GEOApps](https://twitter.com/IGAPP_GEOApps)



[https://goo.gl/
vQ9j6W](https://goo.gl/vQ9j6W)



[https://www.linkedin.com/in/
IGAPP](https://www.linkedin.com/in/IGAPP)





How to Download Apps

STEP 1:



STEP 2:



Can't download/install? Contact: geointappstoreteam@nga.mil or call: 314-676-9210

VISIT: <https://geoaxis.nga.mil>

Create "Disadvantaged User" Account

Write down User Name and Password

VISIT: <https://apps.nga.mil>

Install GEOINT App Store App

Browse and download apps

