

Earth Intelligence

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Institute for IAS Examination

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A futuristic graphic featuring a large, glowing blue cube with the letters 'AI' in white on its top face. The cube is surrounded by smaller, translucent blue cubes and glowing blue and pink lines, suggesting a complex data network or digital landscape.

Earth Intelligence Latest News

Recently, Gartner forecasted that Earth Intelligence will offer a \$20 billion new revenue growth opportunity for Technology and service providers through 2030.

About Earth Intelligence

- It indicates the **application of AI to Earth observation data** to deliver solutions specific to industries and business functions.
- It is the practice of combining data from satellite imagery and remote sensors with social, economic, and policy information to generate actionable insights about our planet.
- It **encompasses gathering and providing Earth observation data**, fit-for-purpose transforming it, and then using it to produce actionable insights with domain-specific AI models, tools and applications.
- It is the next step in this process, transforming **raw data into actionable insights** by integrating Earth and social science, advanced analytics, artificial intelligence, and co-produced knowledge from local and Indigenous communities.

- It can identify **fallen trees blocking railroad tracks after a storm**, monitor the **temperature of every metal** refinery to assess global production, **count vehicles to analyse traffic patterns** and consumer trends, and track sea cargo to evaluate shipping activity.
- It would significantly **impact every industry** as it rapidly moves from government to the private sector.
- **Significance:** Earth Intelligence represents a shift from simply providing data to ensuring that data is **accessible, understandable and useful** to decision-makers across all levels, from governments and businesses, from NGOs to local communities.

Source: TH

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