



Dr. Christian Hoffmann

LIVING THE VISION

WITH ITS VISION TO MAP THE UNKNOWNNS OF HUMAN ACTIVITY, INNSBRUCK-BASED GEOVILLE GMBH HAS EVOLVED INTO A LEADING GLOBAL PROVIDER OF VALUE-ADDED EARTH OBSERVATION DATA. GEOCONNECTION SPOKE TO FOUNDER AND MANAGING DIRECTOR, **DR. CHRISTIAN HOFFMANN**, TO PROBE THE SECRET OF ITS SUCCESS

GeoConnexion (Geo): As GeoVille¹ celebrates the 20th anniversary of its founding, what do you see as its biggest achievement so far?

Christian Hoffmann (CH): For certain, we are very proud to be an independent company that is recognised as one of the leaders in satellite-based land monitoring with a global footprint. In the last 20 years, we have established a broad international client base and successfully participated in more than 440 national and international projects. During that time, the company has managed to grow in a sustainable way, by

combining technical excellence with a profound service and market knowledge.

Geo: You released the newest Copernicus High Resolution Layers (HRLs)² earlier this year. What has been the response from customers?

CH: Europe is a very dynamic area, where most of the economic value is created on the land surface. With the Copernicus HR Layers and the underlying Sentinel satellite data, decision makers now have access to timely,

comprehensive and accurate information on the land surface and its dynamics.

Such information is of the utmost importance in properly managing and sustaining the European environment and its natural heritage. But, as Copernicus is only at its beginning, we aim to provide even more in-depth information on the state of Europe's landscape in the coming years.

Geo: How has free and open access to Sentinel data changed the EO data and services market? And how much further do you see it changing?

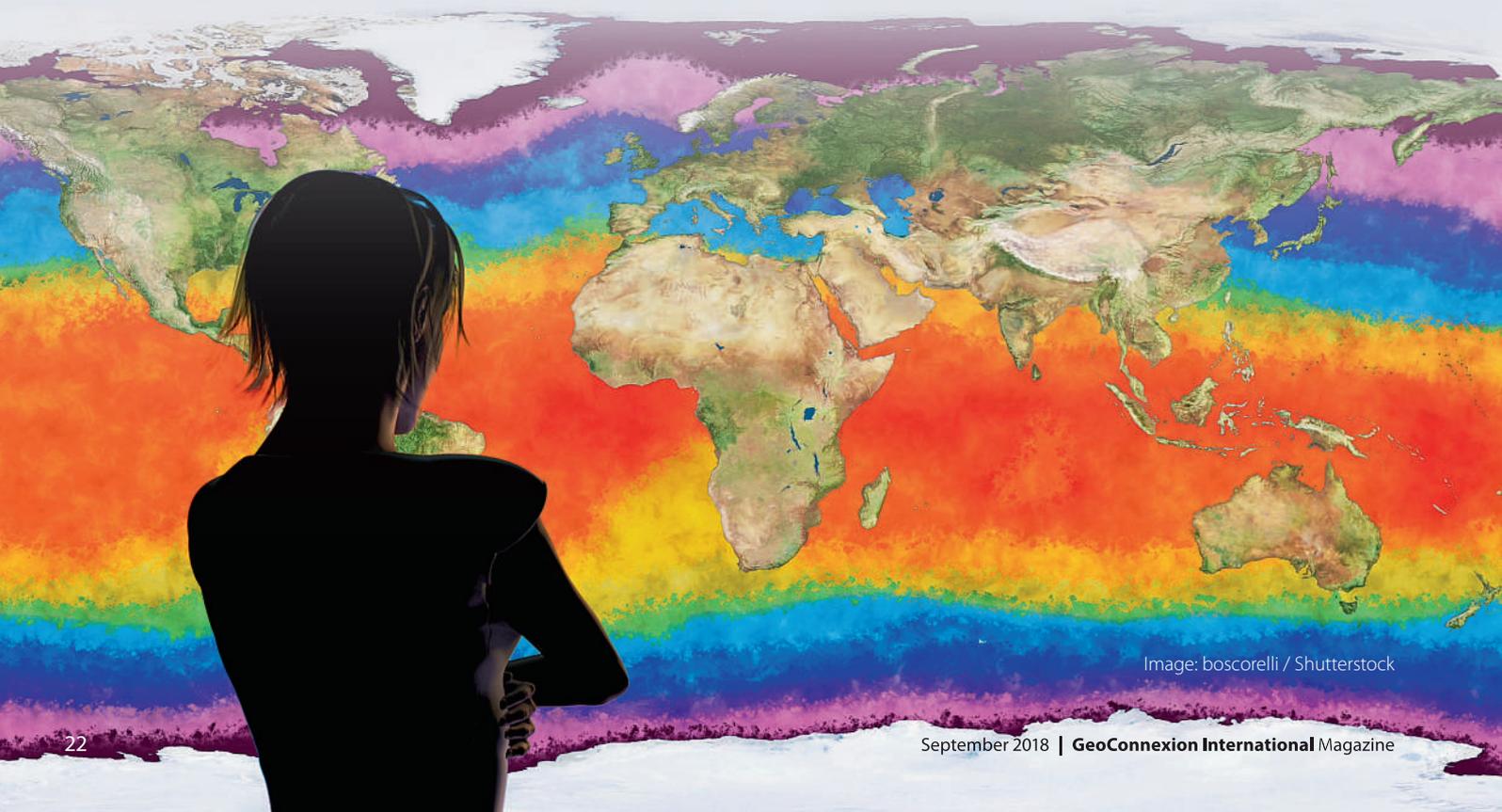


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