



February 15, 2019

Dear Elevation Geeks,

Time flies, and it's already February.
Glad to see you again in AW3D Newsletter,
as we have some updates and news about our products.
Feel free to contact us should you have any questions.

- AW3D sales team

3D Map of the Month: San Francisco



[San Francisco](#), one of the biggest cities in the United States, is located in Northern California. It has many popular tourist destinations including the famous Golden Gate Bridge.

Above is 3D Map around South of Market district of downtown San Francisco. The district's skyline is dominated by skyscrapers, including the tallest Salesforce Tower, which just completed in 2018.

Feature Topic: RMSE

RMSE, stands for "root-mean-square error," is a common parameter to measure the difference between actual data and value represented by a model. RMSE value will be always non-negative, and a lower value means the higher model accuracy, while zero represents a perfect model without any errors.

In 3D maps, vertical accuracy is commonly evaluated by its RMSE value compared to actual elevation. AW3D Enhanced 0.5m DSM achieved 0.28m RMSE accuracy on [Accuracy Assessment over San Francisco Area](#), compared with LiDAR result. This result is considered as extremely accurate for any satellite-based measurement, which is conducted from around 600 km above the ground.

Product of the Month: AW3D Enhanced

AW3D Enhanced is super accurate high-resolution Digital Elevation Model generated by combining many imageries from DigitalGlobe's high-resolution satellite. Thanks to cutting-edge technologies such as multi-view algorithm and artificial intelligence, it offers the most recent high-accuracy data with more cost-effective and shorter delivery than ever. Read more on [AW3D Enhanced product page ...](#)

AW3D Will be at MWC Barcelona

AW3D Team will be at [MWC Barcelona](#).
If you are going to be there, come to our booth to know more about our great products.
Below are the details:
- Date: 25-28 February 2019
- Venue: Fira Gran Via, Barcelona, Spain
- Booth: Hall 3 Stand 3D31
Read more on our [web page...](#)

Special Discount for Academic Users is Extended

Offering of 15% discount for academic/educational users has been extended to February 28, 2019.
This is the last chance to grab this special offer, so go quick and check the details on our [web page](#).



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