

## **Video Links**

### **ESRI Video Examples**

#### Disaster Preparedness at the New Madrid Fault (3:00)

One of the largest regional exercises in the U.S., CAPSTONE 14 involved eight states exercising their preparedness to respond to a catastrophic disaster. Built on an actual historical event, the scenario centered around a massive earthquake on the New Madrid Fault in the nation's heartland.

[http://www.esri.com/videos/watch?videoid=pZLgsGoksso&channelid=UCJ203R9PsZn6wF\\_zYfsp1SA&title=esri-case-study:-capstone-14](http://www.esri.com/videos/watch?videoid=pZLgsGoksso&channelid=UCJ203R9PsZn6wF_zYfsp1SA&title=esri-case-study:-capstone-14)

#### Lalitesh Katragadda: Making Maps to Fight Disaster, Build Economies (5:26)

As of 2005, only 15 percent of the world was mapped. This slows the delivery of aid after a disaster -- and hides the economic potential of unused lands and unknown roads. In this short talk, Google's Lalitesh Katragadda demos Map Maker, a group map-making tool that people around the globe are using to map their world.

[https://youtu.be/p\\_p-Ex5KR4g](https://youtu.be/p_p-Ex5KR4g)

### Walgreens Case Study (4:44)

Learn how Walgreens uses a strategic geo-centric approach to think locationally.

<http://www.esri.com/videos/watch?v=4630&channelid=LegacyVideo&isLegacy=true&title=walgreens>

### Bay Area Rapid Transit (BART) Case Study (3:52)

Leaders at California's Bay Area Rapid Transit (BART) describe how they move 450,000 commuters a day, safely and efficiently with GIS.

[http://www.esri.com/videos/watch?v=l\\_8trRlzPlk&channelid=UCZTiOg3nopqUDSatq7mS2PA&title=esri-case-study:-bay-area-rapid-transit-\(bart\)](http://www.esri.com/videos/watch?v=l_8trRlzPlk&channelid=UCZTiOg3nopqUDSatq7mS2PA&title=esri-case-study:-bay-area-rapid-transit-(bart))

### National Audubon Society Case Study (3:37)

The Audubon Society with State & Local Partners discuss their advanced collaboration for birds and for people.

[http://www.esri.com/videos/watch?v=g8jVS19\\_1GA&channelid=UCZTiOg3nopqUDSatq7mS2PA&title=esri-case-study:-national-audubon-society](http://www.esri.com/videos/watch?v=g8jVS19_1GA&channelid=UCZTiOg3nopqUDSatq7mS2PA&title=esri-case-study:-national-audubon-society)

## **YouTube Video Examples**

### Bill Davenhall: - Where you Live (9:25)

Where you live impacts your health as much as diet and genes do, but it's not part of your medical records. In this TEDMed Video, Bill Davenhall shows how overlooked government geo-data (from local heart-attack rates to toxic dumpsite info) can mesh with mobile GPS apps to keep doctors in the loop. Call it "geo-medicine."

<https://www.youtube.com/watch?v=62cNtvx6P8E&feature=youtu.be>

### Bernhard Seefeld – History and Future of Mapping (13:48)

Google Maps is aiming to publish the world's most comprehensive map. In this video, Bernhard Seefeld talks about how this enterprise is evolving and shares his thoughts on who will be doing the mapping in the future and what is driving that.

<https://youtu.be/qtv69GRizl4>

### Greg Asner: Ecology from the Air: What are our Forests Really Made Of? (13:50)

From the air, ecologist Greg Asner uses a spectrometer and high-powered lasers to map nature in meticulous kaleidoscopic 3D detail -- what he calls "a very high-tech accounting system" of carbon. In this fascinating talk, Asner gives a clear message: To save our ecosystems, we need more data, gathered in new ways.

<https://youtu.be/qCrVpRBBSvY>