



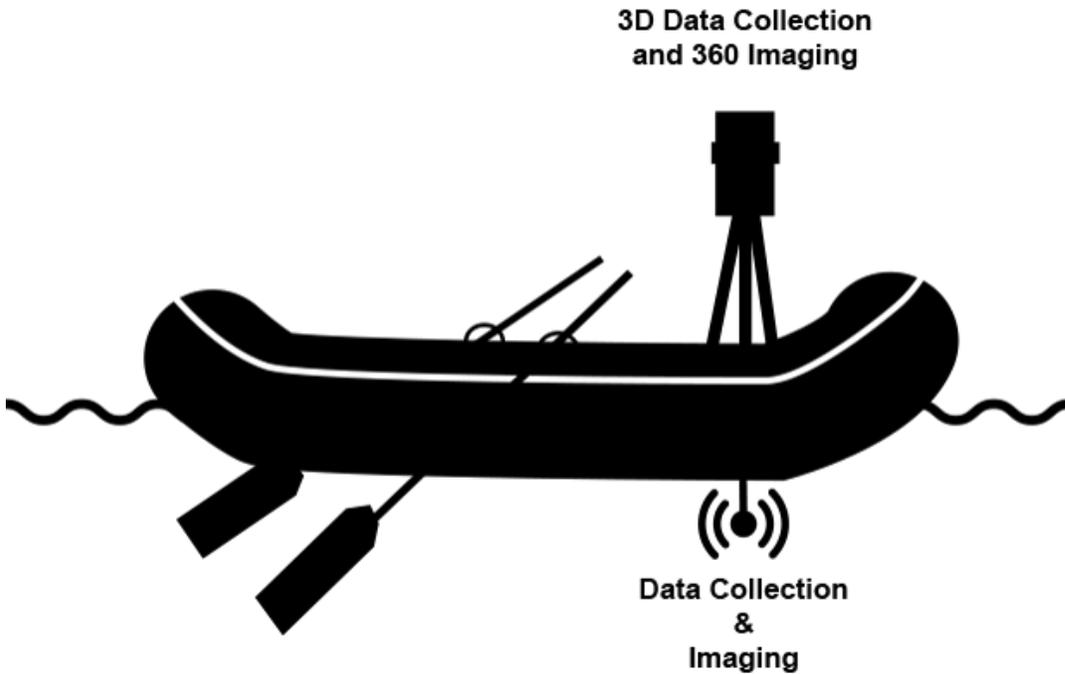
SEE THE BLUE

Creating a "Street View" style map of the entire Nearshore of Lake Tahoe.



THE PROJECT

It all started a few years back when a couple friends from college one a retired Navy jet fighter pilot and the other a marine biologist got the crazy idea that our rivers and shores deserve the same kind of detailed immersive mapping that Google gives to streets like "Street View". To solve this problem, they went about building 360-degree cameras with duct tape and bailing wire, built an app and were off mapping. The early years were challenging trying to be Google, but more recently the mapping team is crushing it, creating "ShoreView" and "RiverView" maps of thousands of miles of rivers and shores around the world including a partnership with National Geographic mapping with the Okavango Wilderness Project. These views of our rivers and shores are available for anyone to explore via the EartViews online Atlas.



WHAT DO YOU DO EXACTLY?

We strap 360-cameras, water quality measurement tools and underwater cameras to boats and kayaks. This survey equipment is synchronized so the 360-degree pictures and water quality data and underwater imagery is captured simultaneously, every ten seconds as we make our way along the Nearshore. This information is then processed and published online as a "street view" like experience letting the user explore the waterway from their desktop or mobile device.

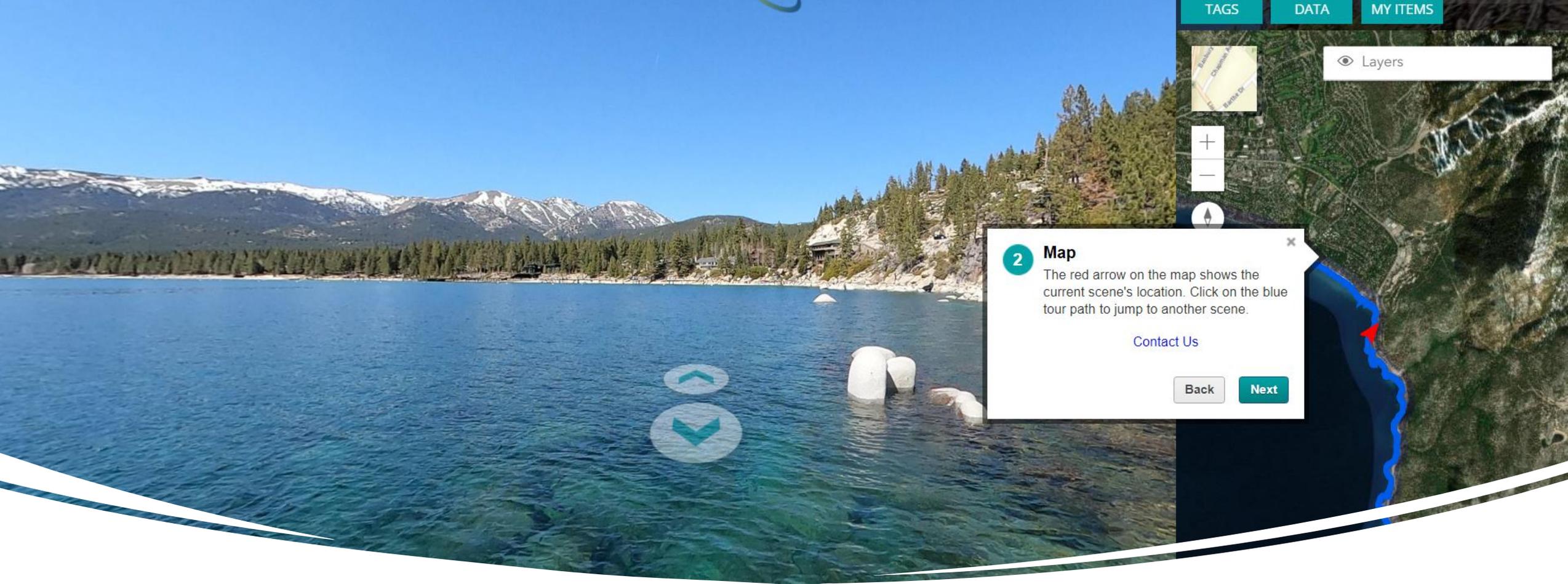


A changing nearshore

The nearshore is where streams and drains enter the lake and also where most recreation takes place. It's a place where conditions can change rapidly and where people are most likely to perceive changes in the lake. *UC Davis Tahoe Environmental Research Center.*

WHY?

Our waterways are facing many environmental challenges. In Lake Tahoe the iconic clarity that the lake is famous for is in jeopardy as water quality is being impacted. Increased forest fires from climate change as well as development are contributing to the water conditions that are threatening the lakes health.

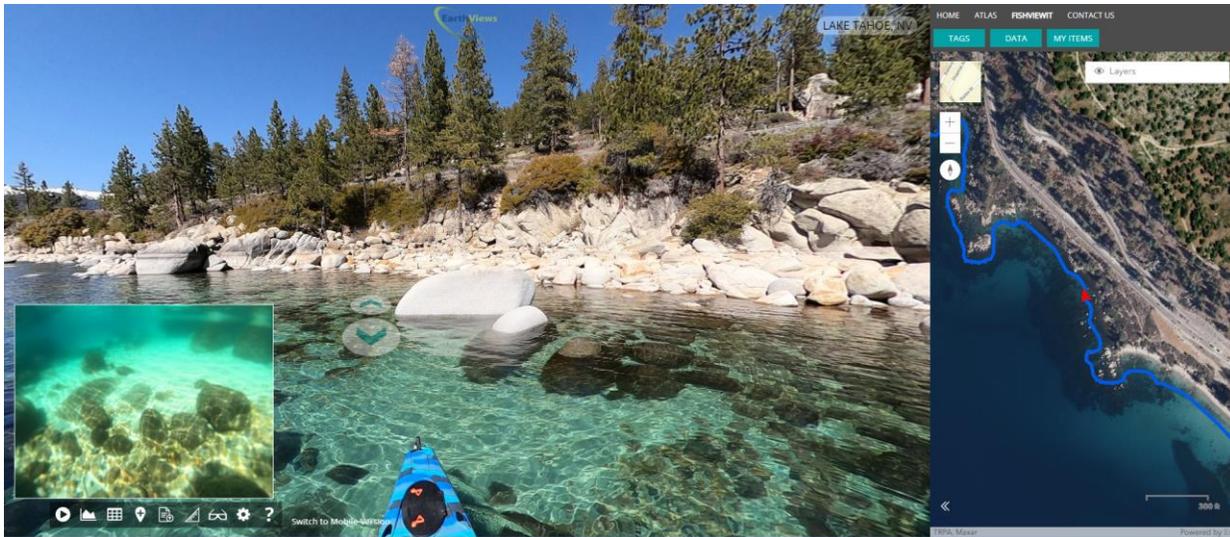


HOW DOES IT HELP?

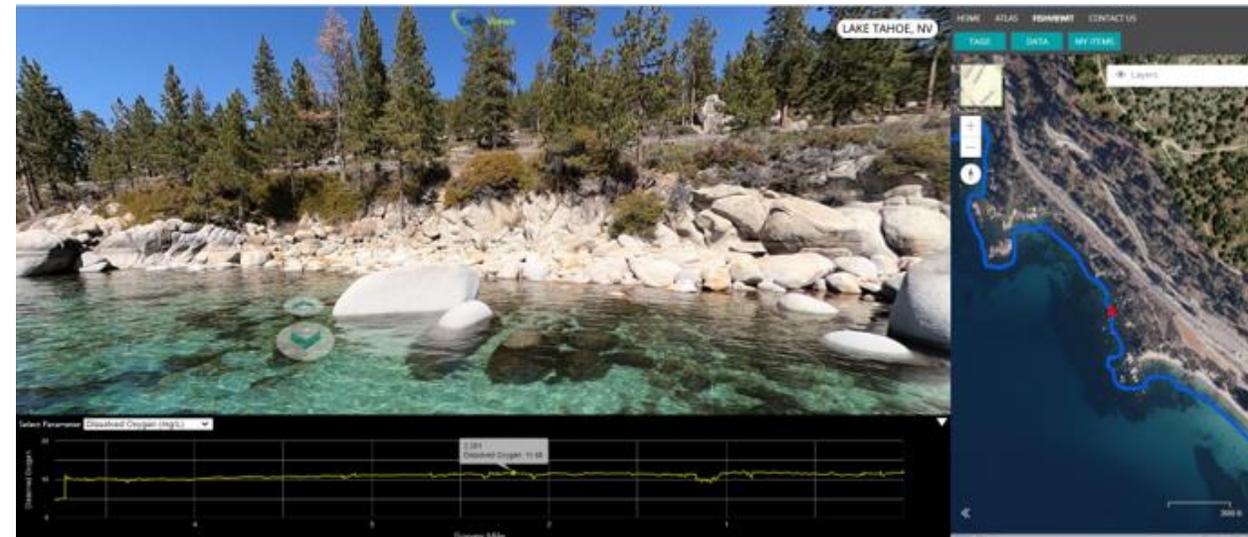
- By giving scientists, conservationists and others who care about the area the ability to travel anywhere on the Lake's Nearshore and assess what the area looks like in context with data. This type of data visualization can bring insights that otherwise might be missed. It's the science of where.

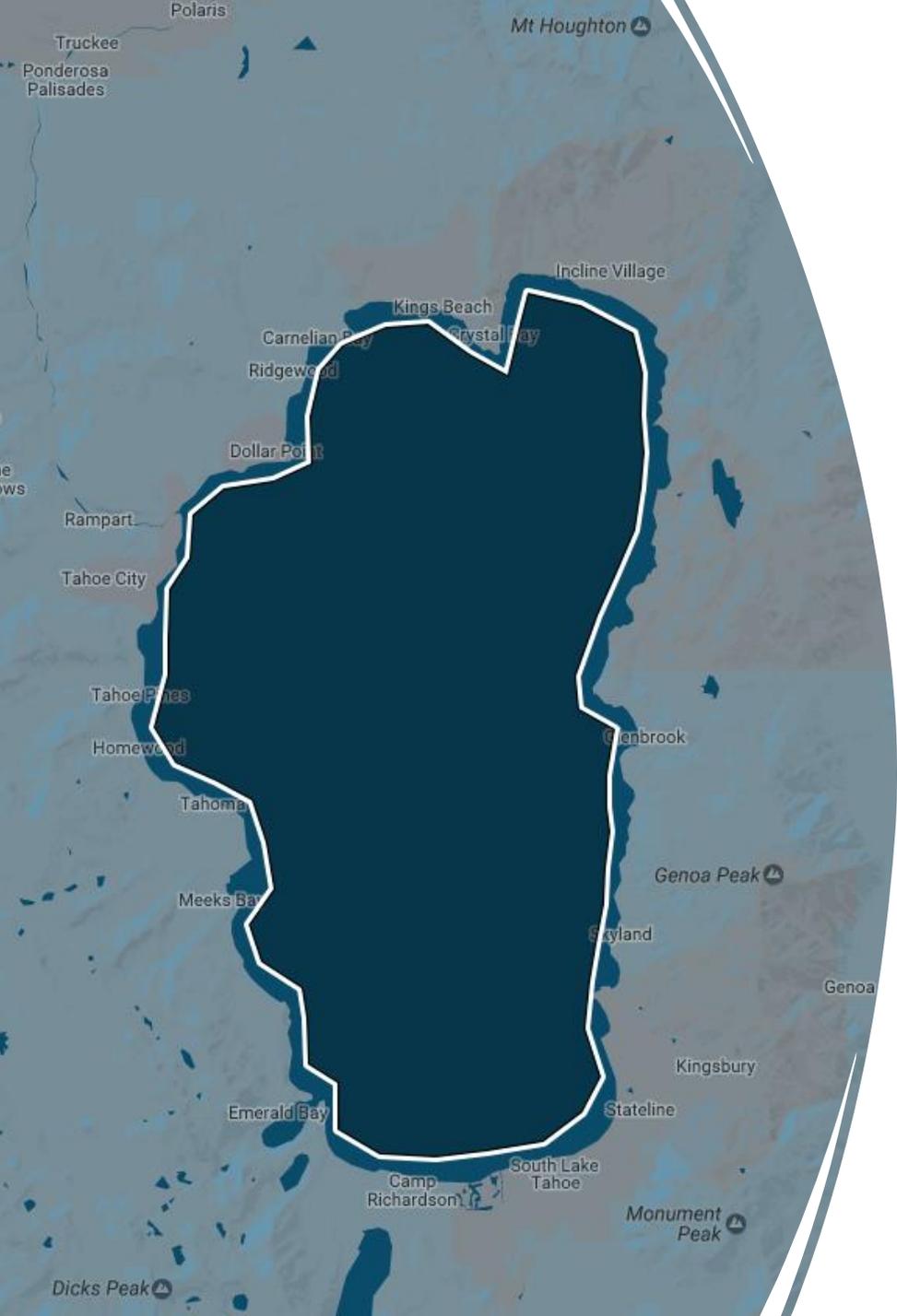
THE SCIENCE OF WHERE

See conditions under the water.



See water quality. Gain insight from location.





THE PROPOSAL

This summer we will be surveying by kayak the entire Nearshore of Lake Tahoe with our mobile mapping technology. Travel, data capture, data processing, hosting and publishing requires funding that we cannot cover alone so we are looking for sponsors to help make this project a reality. One data point does not make a trend, so we intend to make this a three-year project, coming back each summer to capture any changes in the environment.



THE ASK: CONTRIBUTE TO THE SEE THE BLUE CAMPAIGN

- Contact us to learn more about Sponsorship Opportunities and Benefits.
- Sponsor a survey reach.
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