

For Immediate Release
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URTHECAST AND SCIENCE CHANNEL BRING VIEWERS REAL TIME HIGH-DEFINITION VIDEO OF EARTH FROM THE INTERNATIONAL SPACE STATION

(Vancouver) — UrtheCast and Science Channel announced today an exclusive partnership to bring viewers the world’s first High-Definition video of Earth, streamed in near real time, from the International Space Station (ISS) as it orbits over 200 miles above Earth. The programming will be developed once UrtheCast’s HD cameras are installed on the ISS and video streaming begins.

In addition, the Science Channel – harnessing UrtheCast’s dynamic HD video of Earth – will develop programming surrounding the UrtheCast project, including a special program that examines the history and technology that makes UrtheCast unique.

“This exciting partnership will tell UrtheCast’s unique story, and the story of Earth, in a highly compelling way,” says UrtheCast’s Co-Founder and Executive Vice President, Wade Larson. “The Science Channel speaks to a large audience of inquisitive minds; it’s precisely the type of audience that UrtheCast appeals to. We’re looking forward to working with the Science Channel team, and can’t wait to see the programming it leads to.”

“We are the home for space programming on television,” said Debbie Adler Myers, executive vice president and general manager, Science Channel. “Our viewers expect us to have the best, most authoritative television programs about space. UrtheCast helps us build on that promise, giving Science Channel the most stunning live images of Earth for use online and on-air.”

In partnership with Russia’s largest space organization, RSC Energia, and the UK’s Rutherford Appleton Laboratory (RAL), UrtheCast is currently building two cameras and utilizing a ground station network across the globe. Once the cameras ‘go live’ in late 2013, UrtheCast’s socially-integrated platform will begin to stream its dynamic Earth footage to the web and to user smartphones.

The UrtheCast vision began in 2010 when cofounders Wade Larson and Dr. George Tyc – both space industry veterans – hatched the idea of putting cameras on the Space Station. Their idea soon evolved into an international project, spanning Vancouver, Toronto, Moscow, London, Vancouver, and San Francisco. The UrtheCast team continues to refine its unique goal: to provide an interactive Earth video platform for internet users, app developers, educators, media outlets, government bodies, humanitarian relief organizations, and environmental monitoring services.

About Science Channel

Science Channel, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is home for the thought provocateur, the individual who is unafraid to ask the killer questions of “how” and “why not.” The network is a playground for those with audacious intellects and features programming willing to go beyond imagination to explore the unknown. Guided by curiosity, Science Channel looks for innovation in mysterious new worlds as well as in its own backyard. Science Channel and the Science Channel HD simulcast reach more than nearly 80 million U.S. households. The network also features high-traffic online and social media destinations, including ScienceChannel.com, facebook.com/Science Channel and twitter.com/Science Channel.

About UrtheCast

Earth Video Camera Inc. (operating as ‘UrtheCast’) is developing the world’s first near-live HD video feed of Earth, from space. Working with renowned aerospace partners from across the globe, UrtheCast is building, launching, installing, and will operate two cameras on the Russian segment of the International Space Station. Video data captured by the cameras will be downlinked to ground stations across the planet and displayed on the UrtheCast web platform, or distributed directly to exclusive partners and customers. UrtheCast will provide this interactive platform and Earth imagery for Internet users, app developers, educators, media outlets, government bodies, humanitarian relief organizations, and environmental monitoring services.

For further information and interviews, please contact:

Christian Darbyshire
tinePublic Inc.
tinePublic(at)shaw(dot)ca
Calgary [587-352-5053](tel:587-352-5053)
Toronto [416-419-9953](tel:416-419-9953)

Josh Stanbury
Business Instincts Group ☒
403-781-6671 ☒
josh(at)businessinstincts(dot)ca

Andrew Scafetta
Science Channel
Manager, Communications
240-662-6063
Andrew_Scafetta(at)discovery(dot)com

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