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## **Near real-time Google Earth activities at the University of Wisconsin with application to GOES-R and NPOESS**

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A major aim of next generation satellite programs such as the National Polar-orbiting Operational Environmental Satellite System (NPOESS) and the Geostationary Operational Environmental Satellite (e.g. GOES-R) is to make the imagery and products from these missions available to the larger public. To address this need we have created near real-time products for the Moderate Resolution Imaging Spectroradiometer (MODIS) and Advanced Very High Resolution Radiometer (AVHRR) imagers specifically tailored for Google Earth; a freely available and intuitive platform for viewing geospatial imagery. In addition to true-color 250m resolution MODIS imagery over North America, that is available less than one-hour after the satellite overpass, we also are able to offer, via the web, global 1km resolution false-color and ocean temperature data from the AVHRR at one to 4 hours after the satellite overpass. This presentation will detail the opportunities for public outreach afforded by Google Earth because of its unique form of data delivery. In addition to an overview of the products we have developed, we will give an outline for future directions we plan to take in order to continue to exploit Google Earth's broad appeal and utility.