

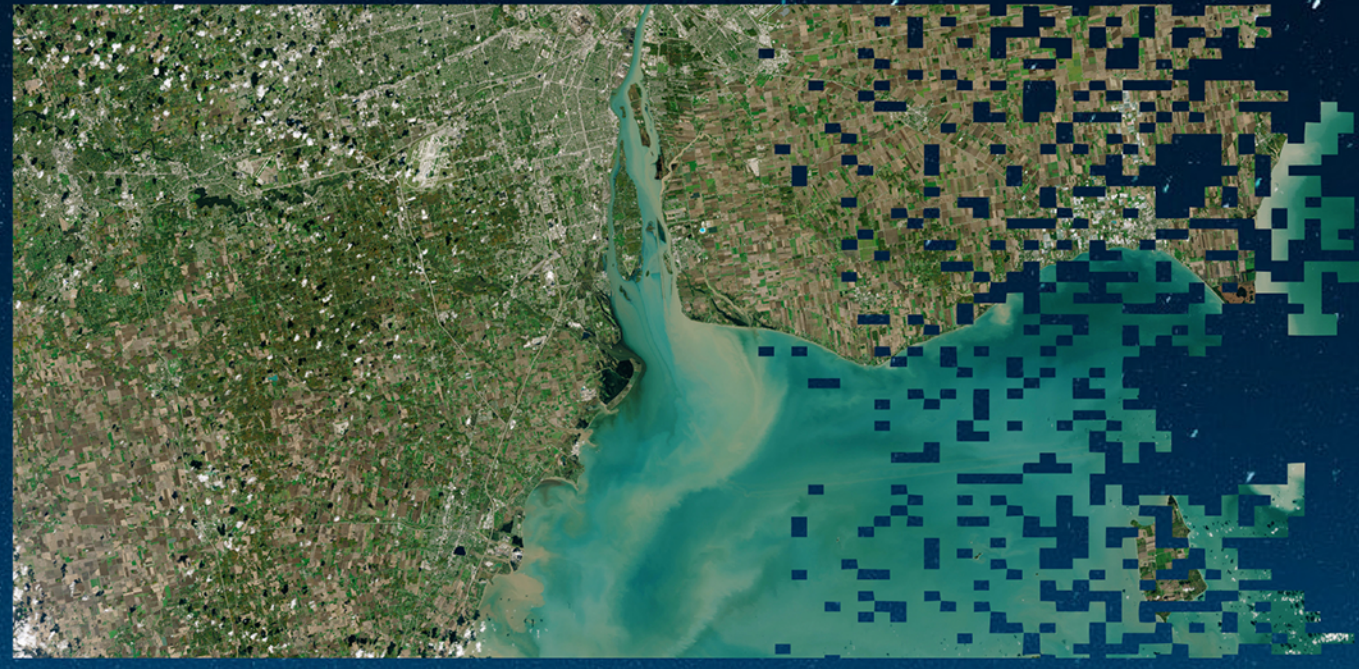
50 YEARS AND COUNTING

Peerless History, Unparalleled Value, Boundless Future

The Landsat Program changed the world, just by looking at it. The first Landsat marked the beginning of a land remote sensing era that redefined the way we map and manage our landscapes, track the health of crops, prepare for and respond to disasters, and much more. Its 50-year record is the baseline history of Earth surface conditions; its unmatched data quality sets the standard to which all other Earth observing satellites—public and private alike—aspire.

Landsat is a critical public resource. Its annual economic benefit to the United States is more than twice the cost of a single satellite (Straub and others, 2019). Agricultural producers, water resource managers, firefighters, urban planners and others lean on Landsat.

Celebrating



The **future** of Landsat?

More and better. More frequent observations, improved sensors and details of change, higher-resolution imagery, commercial and international data partnerships to augment its scientific data record—all while preserving the continuity of a satellite record of unmatched quality.

For Landsat, 50 years is **only the beginning.**

