

**From:** Lesley Groff <[REDACTED]>  
**To:** Kevin Lockwood <[REDACTED]>  
**Subject:** Re: Digital Globe Pricing  
**Date:** Tue, 15 Nov 2016 19:47:20 +0000

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Hi Thank you for this Kevin! I have passed along to my employer...and yes, I was kind of surprised to receive an answer when I called...thought I might be leaving a message...happy I was able to reach you as well.

Have a great rest of your day.

Lesley

On Nov 15, 2016, at 2:42 PM, Kevin Lockwood <[REDACTED]> wrote:

Hi Lesley,

I'm so glad you caught me this morning; we're on the west coast so we weren't open yet, but the call forwarded to my personal number.

So to answer your question about personal applications, we offer a few different types of systems to our customers. For true 360-degree digital globe displays, we work closely with Pufferfish Displays, the world leader in digital globes. They have a few models, including the flagship high-resolution "touch" globe that functions like a spherical touchscreen. This is commonly used in museums and universities, and costs over \$100k because it is a very customized product that utilizes professional-grade components (the projector alone is \$40k). We do rent this model for special events, shows, etc. at a rate of approximately \$3000/day (some of our personal clients have chosen this route). For non-touch digital globes we do offer models closer to the \$50k range; they are the same format/size, but have lower-resolution projectors and don't include the expensive touch-control hardware/software. In either case, these globes come in 24", 30" and 36" sizes, and are mounted in a pedestal-style orientation (the large projector sits underneath, inside a metal cabinet). I have attached a photo below. For what it's worth, these models are higher brightness than any other digital globe on the market, so the image on the screen is bright and crisp, even when used in areas that have a decent amount of ambient light. (Poor performance in non-darkened environments is a common problem with other brands of digital globes.) Our systems also feature control via tablet or smartphone, which is also a feature unique to the Pufferfish line. For globes larger than 36", we have many options, but I haven't included the details here since I assume these would be too big for your intended use.

When it comes to more affordable options, we have two possibilities. One is our desktop-style 3D globe. This system utilizes a special lens and a high-resolution display. The lens, when coupled with our software, gives the effect of a spherical globe sitting behind a piece of glass. You can digitally spin and tilt the globe in any direction to see a specific angle of the earth, and you can play global animations and videos. Otherwise, we also do custom hemispherical projection screens that mount on a wall and are illuminated by an external projector. Because of the hemispherical shape of the screen, and our proprietary display system, the effect is very convincing and most viewers think they are looking at a spherical globe. Both of these options (desktop 3D or wall-mount hemisphere) can be controlled by apps on an iPhone or iPad, and start at approximately \$11,000. I have included pictures of both of these options below as well.

I would be happy to schedule a follow-up call to discuss any of these products in more detail, especially as it pertains to personal use. My direct line is [REDACTED], or you can let me know a good day/time to give you a call.

Thanks again for reaching out, Lesley.

Sincerely,  
Kevin

**Kevin Lockwood**

Digital Globe Systems & Enlighten Exhibit Design

[www.digitalglobesystems.com](http://www.digitalglobesystems.com) | [www.enlightenexhibits.com](http://www.enlightenexhibits.com)

or

<PufferSphere\_M.jpeg>

<cut-out-finished.jpeg><wall system.jpeg>