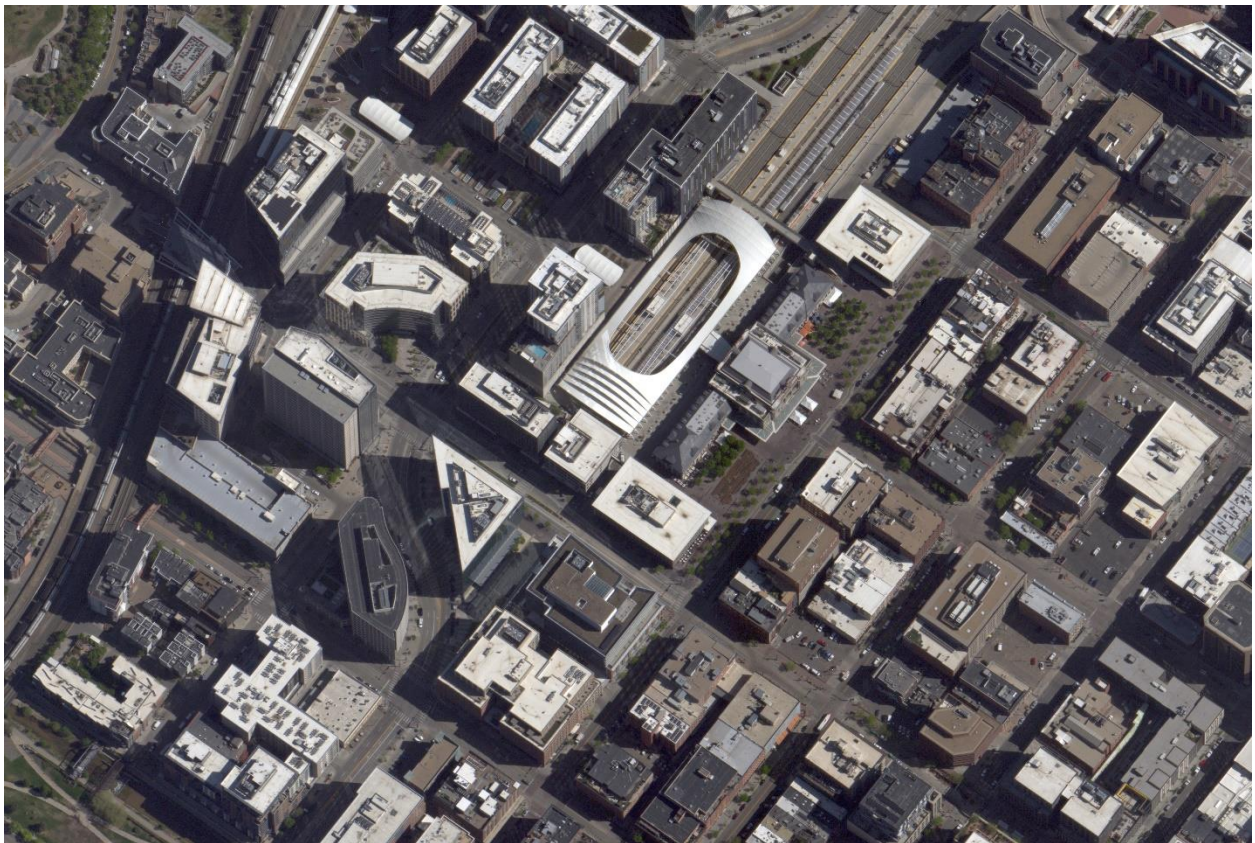




Urban Sky Unveils First 10 cm Imagery from its Zero-emission Stratospheric Microballoon™



A ~10cm GSD resolution image of downtown Denver, CO, captured from an Urban Sky Microballoon™. Pictured at center is Denver's historic Union Station.

Denver, CO – Urban Sky, a stratospheric technology and remote sensing startup, announced today that it has begun commercial imaging operations in the Rocky Mountain region and is now capturing 10 cm GSD color imagery from its stratospheric Microballoon™ platform with unrivaled pricing.

Download Urban Sky's first 10 cm commercial images [here](#).

Urban Sky has developed the world's first reusable stratospheric balloon, capable of collecting multiple types of remote sensing data from a vantage point of 16-22 km above Earth. The company's color imagery products will give insurance companies, environmental agencies, and other organizations the clearest and most current view of conditions on the ground. Pricing for Urban Sky imagery starts at \$6/sq km, significantly more cost-effective than aerial and satellite imagery. Urban Sky currently operates in Colorado, Texas, New Mexico, Wyoming, and Nebraska, with plans to expand across the United States in the near future.

Urban Sky's Microballoon™ platform can be launched from virtually anywhere in just minutes by one person to rapidly collect thousands of square kilometers of ultra-high-resolution imagery per flight. These zero-emission flight systems have significant operational advantages as compared to traditional stratospheric balloon systems, allowing them to launch nearly year-round from any mobile location accessible via truck and operate extended duration remote sensing missions.

The platform is also sensor-agnostic. Urban Sky has developed an innovative long-wave infrared payload that is designed to help detect and monitor wildfires in near real-time using satellite communications links in partnership with the U.S. Air Force and University of Colorado at Boulder.

"The start of Urban Sky's commercial operations is the culmination of three years of R&D and market analysis," said CEO Andrew Antonio. "We are thrilled to start delivering product to customers in our initial operating region and look forward to expanding our operations."

Urban Sky was founded in 2019 by CEO Andrew Antonio and CTO Jared Leidich. The company raised a \$4.1 million seed round in August 2021, co-led by Catapult Ventures and Union Labs, with participation from TenOneTen Ventures, New Stack Ventures, and Techstars. Alan Eustace, former SVP of Knowledge at Google and record holder for the highest human balloon flight and skydive of all time, recently joined Urban Sky's Board of Directors.

To find out how Urban Sky can support your organization, contact info@urbansky.com.

About Urban Sky Theory, Inc.

Urban Sky, a stratospheric technology and remote sensing company, is developing the innovative new stratospheric Microballoon™, a high-altitude remote sensing platform that is leveraging component miniaturization, first-of-its-kind balloon reusability and the high vantage point of the stratosphere to drastically reduce the cost of high-resolution remote sensing data over very broad areas, leading to more and better Earth Observation data than ever before.

Media Contact

Turner Brinton
Hyperclarity Communications
turner@hyperclarity.net