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ATSR Communication Plan

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Distribution

AEB members

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AMENDMENT HISTORY

This document shall be amended by releasing a new edition of the document in its entirety.
The Amendment Record Sheet below records the history and issue status of this document.

AMENDMENT RECORD SHEET

ISSUE	DATE	REASON
1	20 March 2009	First issue for review by ESA, DECC and the AEB
2 Draft A	20 July 2011	Draft second issue for review by UoL
2 Draft B	14 September 2011	Draft second issue for review by ESA and DECC
2	7 December 2011	Second issue for the AEB
2a	31 December 2011	Second issue incorporating AEB comments
3 Draft A	7 March 2014	Draft third issue for review by AEB members

1. INTRODUCTION

1.1 Overview

At a meeting of the AATSR Programme Steering Panel (PSP) in May 2008, the funding partners agreed that an ATSR Communication Plan (ACP) should be established to ensure that the results of their investment in the ATSR series of instruments (ATSR-1, ATSR-2 and AATSR), and the follow-on instrument, the Sea and Land Surface Temperature Radiometer (SLSTR), are appropriately recognized and exploited.

The ACP complements the ATSR Exploitation Plan (AEP), which is based on the earlier Defra-funded ATSR Science Exploitation Plan (SEP). Together, the AEP and ACP are intended to meet the needs of all ATSR/SLSTR funding partners, including ESA, DECC, NERC, CSIRO and Eumetsat, as well as other interested partners, including the Met Office, Météo France, DLR, Defra and UKSA.

The ACP contains an engagement plan which is detailed enough to allow each engagement to be monitored by the ATSR Exploitation Board (AEB). Detailed engagement planning (e.g., schedule) and the execution of specific engagement plans are beyond the scope of this document, and will be performed by the person or organisation designated in the engagement plan. The AEB will provide the forum for discussion of such plans.

1.2 Objectives

The main objectives of the ACP are:

- To identify the means of raising awareness of the key attributes, achievements and potential applications of the ATSR programme by potential research and operational users, decision makers and the general public.
- To propose, where appropriate, selected activities and to encourage other interested parties to establish their own initiatives and activities.

In order to achieve the main objectives, it is necessary to adopt some additional objectives:

- To identify and characterise segments of the target audience that have a potential direct or indirect need for ATSR products
- To identify and characterise each segment's potential requirements for ATSR products
- To establish a plan and responsibilities for engaging with entities within each segment
- To define processes for monitoring progress and outcomes of each engagement.

1.3 Document Structure

The rest of this document is structured as follows:

2. Methodology for Developing the ACP
3. Segmentation of the ACP Target Audience
4. Users' Potential Requirements for ATSR Products
5. Engaging with the ACP Target Audience
6. High Level Engagement Plan

2. METHODOLOGY FOR DEVELOPING THE ACP

The methodology for developing the ACP is summarised below, and each step is described in more detail in one of the following sections.

- Segment the target audience and characterise each segment. See section 3.
- Understand each segment's potential requirement for ATSR products (i.e., how such products could help each entity to achieve its objectives) and for general information on ATSR¹. Identify the key message to be conveyed to each segment of the target audience. See section 4.
- Identify appropriate channels for engaging with each segment (web, brochures, launch event, press / media, conference paper, presentation, etc), assess the suitability of each channel for engaging with segments of the target audience, and identify specific engagement opportunities. See section 5.
- Assign responsibilities for each engagement, and formulate engagement plans. See section 6.

Specific engagement plans must be elaborated by the person who has volunteered for the task, with progress and outcomes being reported to the AEB. As previously noted, detailed engagement planning (e.g., schedule) and the execution of engagement plans are beyond the scope of this document.

¹ Broader information may need to be presented to some segments of the target audience (e.g., information on climate change or earth observation technologies).

3. SEGMENTATION OF THE ACP TARGET AUDIENCE

The first step in the process of developing the ATSR Communication Plan is to segment and characterise the target audience.

At the highest level, the target audience can be divided into the following categories:

- **Climate Change Community** – scientific users and policy makers who are engaged in climate monitoring, research and prediction.
- **Research Users** – users who might use one or more ATSR products for the purposes of pure or applied research.
- **Operational Users** – users who might use one or more ATSR products as part of an operational or pre-operational system.
- **Decision Makers** – bodies which influence the level of support for research and operational systems that include ATSR products. This category includes funding bodies, government departments and government or intergovernmental agencies, whose continuing support is necessary in order to fully exploit ATSR products.
- **Other Bodies** – this category includes the general public and the media. The purpose of communicating with this audience is to increase awareness of the benefits that earth-observing technologies such as ATSR are able to deliver.

These categories may be further sub-divided. For example, the sub-categories under the Research User and Operational User categories are defined in the AEP and reproduced in Table 1. Further segmentation is also possible (e.g., by geography - UK, Europe, Australia, N America, Asia, other).

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Table 1 – Segments of the Audience to be addressed by the ACP

CLIMATE CHANGE COMMUNITY
Climate Monitoring, Research and Prediction
RESEARCH USERS
Ocean processes
Land surface processes
The atmosphere, including clouds and aerosols
The cryosphere
Other
OPERATIONAL USERS
Meteorology
Other
DECISION MAKERS
Funding bodies
Political bodies
OTHER BODIES
General public
Media

4. USERS' POTENTIAL REQUIREMENTS FOR ATSR PRODUCTS

Different categories of user will require different types of information about the ATSR instruments and products. These requirements are discussed below.

4.1 Research Users and Operational Users

Research Users and Operational Users need information about ATSR in order to make informed decisions about the ability of ATSR to support their research and operational goals.

The high-level message for these users should be that ATSR is a reliable, accurate and readily accessible source of global Essential Climate Variable (ECV) data which can support a wide range of research and operational programmes.

Expanding on this message, it should be noted that:

- ATSR provides the best available SST measurements covering a time span from 1991 to 2012, which will be extended further in the Sentinel 3 era, albeit with a data gap between the two instruments.
- this homogeneous mission lifetime dataset is very accurate and can be used for both climate change monitoring and operational applications within the EU Copernicus, and similar, programmes.

Research Users and Operational Users will require technical data on ATSR products (see Table 2). These Users will also need information about the data held in the ATSR archive and an explanation of the process for ordering ATSR products – this is available on the archive website (<http://earth.esa.int/object/index.cfm?fobjectid=5180>).

Table 2 – ATSR Products

Sea Surface Temperature (SST)
Land Surface Temperature (LST)
Lake Surface Water Temperature (LSWT) – in development
Lake Ice (LI) – in development
Normalised Difference Vegetation Index (NDVI) – in development
Clouds and Aerosols – in development
Top-of-the-Atmosphere Brightness Temperature (BT) images
Surface Reflectance
Fires
Gas Flares

It should be noted that entities within the target audience may start with different perspectives regarding ATSR's suitability for their specific purposes. For example:

- Some entities may be favourably disposed towards the prospect of using ATSR products, perhaps based on positive experiences of having used it in the past, or else based on positive references by peers. Communication with such entities should be focused on encouraging them to increase their usage (in the case of existing users) or encouraging them to consider using ATSR products in the near future.
- Some entities with requirements that could be satisfied by ATSR products may be disinclined to use it, perhaps because of a perceived bad experience in the past, or based on negative references by peers. Note that negative impressions may be based on direct experience, but they may also be based on misconceptions or misunderstandings that can be explicitly addressed by the engagement plans. Communications with such entities need to focus on addressing the users' concerns and informing them about the support available via ESA/IDEAS and NEODC/RAL.
- Some entities may have limited awareness of ATSR. These entities will need comprehensive information about ATSR products.

4.2 Decision Makers

Decision makers need information about ATSR in order to make informed decisions about funding and policy matters.

The high-level message for Decision Makers should be that government support for ATSR missions has facilitated the creation of an unrivalled global archive of SST and other climate variable data from 1991 through to 2012, which will be extended to the end of the first Sentinel 3 mission (around 2020), and beyond², and that these data are of key importance for policy-relevant climate research. This message should be enhanced by including a summary of policy objectives that ATSR is able to support, thereby demonstrating the relevance of ATSR programmes to the governments and funding bodies that have supported them.

The information presented to Decision Makers should include:

- A list of ATSR milestones and achievements

² The Sentinel programme envisages that continuous cover will be provided by launching new instruments to replace instruments which have reached the end of their operational life. However, dates have only been announced for the first Sentinel 3 spacecraft.

- A list of ATSR applications for climate and ocean research and for operational purposes
- Usage statistics, showing the demand for ATSR products over time and projecting into the future
- Comparison with other techniques for deriving SST and other ECV data, emphasising the role of ATSR in improving the quality of the application
- ATSR's ability to complement other sensors by providing a reference dataset
- Future plans, including SLSTR on Sentinel 3 and Copernicus.

To put this information in context, the information presented to Decision Makers will need to be accompanied by high-level information about ATSR, e.g., an Executive Summary.

4.3 Other Bodies (Media and the General Public)

The media requires information about ATSR in order to produce articles and programmes addressing news-worthy events (e.g., freak weather) and current affairs topics (e.g., climate change). The general public also has a requirement for information about ATSR, driven by a wide range of personal interests and concerns.

The high-level message for this audience should be that the ATSR is making a vital contribution to the understanding of climate change, through its use in monitoring and prediction work, as well as underpinning important public services such as meteorology.

The information presented to this audience must include sufficient background material to allow the reader to understand the ATSR context. For example, it should explain:

- why measurements such as SST, LST and aerosol are important
- why a long time-series of data is needed
- the various methods for making these measurements
- the various methods for validating the measurements.

5. ENGAGING WITH THE ACP TARGET AUDIENCE

This section identifies a range of channels through which the target audiences can be engaged (section 5.1) and then identifies the channels which are most appropriate for engaging each segment of the target audience (section 5.2).

5.1 Channels for Engaging the ACP Target Audience

There are a number of channels that can potentially be used to convey information to the target audiences. These are:

- Websites
- Launch Events
- Public exhibits
- Schools
- Publications
- Press Releases
- Symposia
- ATSR Book
- Presentations
- Factsheets
- Data access
- Training / Courses

5.2 Applicability of Channels for Segments of the Target Audience

Table 3 summarises the applicability of each of the channels discussed above to the various segments of the target audience.

Table 3 – Applicability of Channels for Segments of the Target Audience

	Climate Change	Research Users	Operational Users	Decision Makers	Media	General Public
Websites	YES	YES	YES	YES	YES	YES
Launch Events	YES	YES	YES	YES	YES	YES ³
Public Exhibits	-	-	-	-	YES	YES
Schools	-	-	-	-	YES	YES
Publications	YES	YES	YES	-	-	YES ⁴
Press Releases	-	-	-	YES	YES	-
Conference Talks and Papers	YES	YES	YES	-	-	-
Symposia	YES	YES	YES	YES	YES	YES ⁵
ATSR Book⁶		(YES)	(YES)	(YES)	(YES)	YES
Presentations	YES	YES	YES	YES	-	-
Factsheets⁷		YES	YES	(YES)	(YES)	-
Data Access	YES	YES	YES			
Training / Courses	-	YES ⁸	-	-	-	YES

³ Invitations to the general public may be restricted to those with specific interest in the event.

⁴ Articles for the general public would be targeted at popular science journals (e.g., New Scientist).

⁵ Invitations to the general public may be restricted to those with specific interest in the event.

⁶ Although it is recognised that the book may be of interest to readers with a good understanding of ATSR, it is proposed that the book should be aimed at an audience which does not have such a background.

⁷ Factsheets are aimed at potential users, but other segments of the target audience may find them useful

⁸ Courses are mainly aimed at university students.

5.3 Specific Engagement Activities

5.3.1 Websites

There are already a number of websites devoted to the ATSR programme, so the high level ATSRsensors.org website generated for the AEB provides an overall summary and reference to the existing websites, which include:

- <http://envisat.esa.int/instruments/aatsr>
- <http://envisat.esa.int/handbooks/aatsr>
- <http://www.leos.le.ac.uk/AATSR/>
- <http://www.eoc.csiro.au/associates/aatsr/aatsr1.htm>
- <http://www.noc.soton.ac.uk/lso/isar>
- <http://medserve.noc.soton.ac.uk/mydds/index.php>
- <http://earth.esa.int/pcs/envisat/aatsr/reports/cyclic>
- <http://www.neodc.rl.ac.uk/?option>
- <http://www.aatsr2.ag.rl.ac.uk>
- <http://en.wikipedia.org/wiki/AATSR>

These websites must be kept up-to-date, particularly the Wikipedia entry. It is also worth reviewing whether potential readers would be directed to these sites when using search engines such as Google. In this context, potential readers should be taken to mean anyone searching for information on broader topics such as “earth observation”, “climate change”, etc.

Figures 1 to 3 show the results of anonymous searches using DuckDuckGo on 7 March 2014 for “AATSR”, “ATSR” and “SLSTR”.

Search results relevant to ATSR/AATSR/SLSTR are highlighted in red frames.

The results show that “AATSR” and “SLSTR” are more unique than “ATSR”, although all the sensors return hits on the main sensor website as well as ATSRsensors.org.

Under this activity, a document exchange forum should be established under the auspices of the AEB, and a list of links to user publications and documents should be created on the ATSRsensors.org website.

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AATSR

The Advanced Along Track Scanning Radiometer (AATSR) is one of the Announcement of Opportunity (AO) instruments on board the European Space Agency (ESA)'s Envisat satellite.

 [More at Wikipedia](#)

 [Spacecraft instruments](#)

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AATSR: Home Page - University of Leicester

Welcome to **AATSR**. The Advanced Along-Track Scanning Radiometer (**AATSR**) provides global Sea Surface Temperature (SST) from space to the highest possible levels of accuracy and stability, as required for climate research and monitoring; growing applications are SST analyses, operational ...

[leos.le.ac.uk/aatsr/](#) [More from leos.le.ac.uk](#)

AATSR - Earth Online - ESA

Advanced Along-Track Scanning Radiometer (**AATSR**) is one of the Announcement of Opportunity (AO) instruments on board the European Space Agency (ESA) satellite ENVISAT.

[earth.esa.int/web/quest/missions/esa-operational-eo-m.../](#) [More from earth.esa.int](#)

AATSR PDF (36 PDF Books)

The Optical Imaging Instruments and Their Applications: **AATSR** and Book 6.29 MB | Ebook Pages: 144 rbulletin 106 — june 2001 56 The Optical Imaging Instruments and Their Applications: **AATSR** and MERIS J.-P. Huot ESA Directorate of Technical and Operational Support

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2 AATSR Acronym/Abbreviation Meanings - What Does AATSR Stand ...

What is the meaning of **AATSR** acronym/abbreviation and what does **AATSR** stand for? Get the Definition of **AATSR** and **AATSR** definition by All Acronyms Dictionary - 2 **AATSR** acronym and abbreviation records for your search.

[allacronyms.com/AATSR](#) [More from allacronyms.com](#)

ATSR | What is ATSR? | AATSR

AATSR: IMPORTANT! Click here for completeness diagrams that show the **AATSR** datasets that may be downloaded. The Advanced Along Track Scanning Radiometer (**AATSR**) was proposed by the Rutherford Appleton Laboratory (RAL) and British Aerospace plc, now Astrium (UK), as an Announcement of Opportunity ...

[atsrsensors.org/aatsr.htm](#) [More from atsrsensors.org](#)

FMI AATSR retrieval - Ilmatieteen laitos

Finnish Meteorological Institute (FMI) The **AATSR** Aerosol Optical Depth (AOD) **AATSR**. ESA. Navigation **AATSR** AOD Globe. Po Valley. China/AMFIC. Europe. Finland

[aatsraerosol.fmi.fi/index.html](#) [More from aatsraerosol.fmi.fi](#)

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AATSR - Advanced Along-Track Scanning Radiometer

Acronym Finder: **AATSR** stands for Advanced Along-Track Scanning Radiometer. This definition appears very rarely
acronymfinder.com/Advanced-Along_Track-Scanning-Radiometer... [More from acronymfinder.com](#)

AATSR related Articles & Studies

AATSR related Articles & Studies available: Scientific papers using **AATSR** data This document provides a list of scientific literature using ATSR data, including a list of peer-reviewed literature, links to some freely available scientific documents, and links to meetings at which papers or ...
earth.eo.esa.int/pcs/envisat/aatsr/articles/ [More from earth.eo.esa.int](#)

AATSR definition and meaning - Larapedia

AATSR . The following texts are the property of their respective authors and we thank them for giving us the opportunity to share for free to students, teachers and users of the Web their texts will used only for illustrative educational and scientific purposes only.

larapedia.com/acronyms_meaning_and_definition_of/aats... [More from larapedia.com](#)

[PDF] Evaluation of AATSR and TMI Satellite SST Data

accuracy of **AATSR** and TMI data, only one analysis product will be used. A separate paper is being prepared comparing different analysis products.
ncdc.noaa.gov/pub/data/oisst/papers/aatsr-tmi-jclim.pdf [More from ncdc.noaa.gov](#)

Space ConneXions Limited | Case Studies | AATSR Project ...

The Advanced Along-Track Scanning Radiometer (**AATSR**) is an instrument designed primarily to measure sea surface temperature (SST) to an accuracy better than 0.3K.
spaceconnexions.com/aatsr.htm [More from spaceconnexions.com](#)

MERIS/AATSR Workshop: focus on Envisat sensors measuring heat ...

Researchers already combine results from the two sensors in many cases. While MERIS detects smoke and burned areas from wildfires, **AATSR** can identify central hot spots.
esa.int/Our_Activities/Observing_the_Earth/MERI... [More from esa.int](#)

Satin — Sensor — AATSR - RSHU

Description: Advanced Along Track Scanning Radiometer (**AATSR**) is one of the Announcement of Opportunity (AO) instruments on board the European Space Agency (ESA)'s Envisat satellite.
satin.rshu.ru/sensors/1 [More from satin.rshu.ru](#)

Posts tagged AATSR - Earth Snapshot

This orthorectified image shows the Limfjord, a shallow sound in Denmark that separates the island of Vendsyssel-Thy from the rest of the Jutland Peninsula.
eosnap.com/tag/aatsr/ [More from eosnap.com](#)

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Land Surface Temperature > Home

Welcome to the **AATSR/SLSTR** Land Surface Temperature Portal. Land Surface Temperature (LST) is the radiative skin temperature of the land derived from solar radiation.

[lst.nilu.no](#) [More from lst.nilu.no](#)

aatsr dual view: Topics by Science.gov

Note: This page contains sample records for the topic **aatsr** dual view from Science.gov. While these samples are representative of the content of Science.gov,

[science.gov/topicpages/a/aatsr+dual+view.html](#) [More from science.gov](#)

The accuracy of SST retrievals from AATSR: An initial ...

The Advanced Along-Track Scanning Radiometer (**AATSR**) was launched on Envisat in March 2002. The **AATSR** instrument is designed to retrieve precise and accurate gl

[sciencedirect.com/science/article/pii/S0273117705011221](#) [More from sciencedirect.com](#)

AATSR Sensor WDC-RSAT - DLR

The Advanced Along-Track Scanning Radiometer is on board the European Space Agency (ESA) satellite ENVISAT. It is the most recent in a series of instruments designed to measure Sea Surface Temperature (SST) to the high levels of accuracy and precision required for the monitoring and detection of ...

[wdc.dlr.de/sensors/aatsr/index.php](#) [More from wdc.dlr.de](#)

ESA CCI Aerosol website

11th Aerosol_cci progress meeting (29+30 October 2013) Within preparation of the Climate Assessment Report users in the Climate Research Group of Aerosol_cci evaluated the first available **AATSR** AOD time series against AERONET and compared it to MODIS.

[esa-aerosol-cci.org](#) [More from esa-aerosol-cci.org](#)

NEODC Data Browser

NEODC Data Browser. Access to /neodc/aatsr_multimission/**aatsr-v2**. is restricted. If you have registered with the NEODC and have been granted access to this dataset then you need to logon to gain access.

[neodc.rl.ac.uk/browse/neodc/aatsr_multimission/aatsr-v2.0](#) [More from neodc.rl.ac.uk](#)

CHAART Sensor Evaluation: ENVISAT-1 Specifications

ENVISAT-1 is a European Space Agency satellite launched 1 March 2002. The sensors of interest to health studies are Advanced Along Track Scanning Radiometer (**AATSR**), Advanced Radar Altimeter (RA-2), Advanced Synthetic Aperture Radar (ASAR), and Medium Resolution Imaging Spectrometer (MERIS).

[geo.arc.nasa.gov/sge/health/sensor/sensors/envisat.html](#) [More from geo.arc.nasa.gov](#)

[More Links...](#)

Figure 1 – Results of DuckDuckGo search on “AATSR” on 7 March 2014

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[dictionary.reference.com/browse/atср](#) [More from dictionary.reference.com](#)

[ATSR - Definition by AcronymFinder - Abbreviations and ...](#)

sort results: alphabetical | rank ? Rank Abbr. Meaning ***** **ATSR**: Along-Track Scanning Radiometer ** **ATSR**: Argonne Thermal Source Reactor ** **ATSR**: Association pour les Techniques et les Sciences de la Radioprotection (French: Association for Science and Technology of Radiation)

[acronymfinder.com/ATSR-html](#) [More from acronymfinder.com](#)

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ATSR: Summary for ASIA TRAVEL CORP- Yahoo! Finance

View the basic **ATSR** stock chart on Yahoo! Finance. Change the date range, chart type and compare ASIA TRAVEL CORP against other companies.

finance.yahoo.com/q?s=ATSR [More from finance.yahoo.com](#)

Ferno Acetech, Integrated Vehicle Intelligence System

ACETECH is a fully integrated, vehicle performance monitoring & control system with system wide, on-board intelligence. ACETECH modules can be installed together or individually to give you insight into every facet of operational conditions

fernoacetech.com [More from fernoacetech.com](#)

> Atsr

L'Association pour les Techniques et les Sciences de Radioprotection (**ATSR**) a pour but de favoriser la connaissance et d'améliorer les pratiques en Radioprotection

atsr-ri.com [More from atsr-ri.com](#)

ATSR - What does ATSR stand for? Acronyms and abbreviations ...

All cloud masks from **ATSR** instruments (ATSR-1/2 and AATSR) are optimised for ocean use; therefore, it is necessary that improvements are made in the instruments before the scheme can be applied for land (Simpson et al.

acronyms.thefreedictionary.com/ATSR [More from acronyms.thefreedictionary.com](#)

ATSR | What is ATSR?

What is **ATSR**? The Along Track Scanning Radiometers (**ATSR**) are multi-channel imaging radiometers with the principal objective of providing data concerning global Sea Surface Temperature (SST) to the high levels of accuracy and stability required for monitoring and carrying out research into the ...

atsrsensors.org/aboutATSR-hmt [More from atsrsensors.org](#)

ERS-1/2 ATSR data available on MERCI - ATSR - Earth Online - ESA

ATSR consists of two instruments, an Infra-Red Radiometer (IRR) and a Microwave Sounder (MWS). On board ERS-1 the IRR is a four-channel infra-red radiometer used for measuring sea-surface temperatures (SST) and cloud-top temperatures, whereas on board ERS-2 the IRR is equipped with additional ...

earth.esa.int/web/quest/missions/esa-operational-eo-m... [More from earth.esa.int](#)

ATSR Stock Quote - Asia Travel Corp. Stock Price Today (ATSR ...

Updated stock quote for **ATSR** - including **ATSR** stock price today, earnings and estimates, stock charts, news, futures and other investing data.

marketwatch.com/investing/Stock/ATSR [More from marketwatch.com](#)



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ATSR - ... clericus.. [home page]

Artes / **ATSR** Art Technological Source Research working group, a focus for historical documentary source research and reconstructions on art materials and techniques. ICOM-CC working group.

clericus.org/atsr/ [More from clericus.org](#)

ATSR - ACETECH ELITE, ECU, AVL - CAN bus Control Systems with ...

With 15 years of development **ATSR** Ltd's patented Acetech™ technology for Emergency Vehicle Control Systems has superior capabilities. This allows configuration and firmware modifications without the need to rewire or replace integrated circuits. Configurations and upgrades can be carried out ...

atsr.ie [More from atsr.ie](#)

ASR - Association for Rural Development

Truffle, local products, rural, offered on the territory, rural development, product offerings and local development

atsr.net/en/home-htm [More from atsr.net](#)

ATSR - Aircraft Technics Services La Rochelle

Atelier moteur agréé aéronautique. Rectification / Usinage et Reconstruction d'organe pour tous types de moteur:
Atelier ouvert de 8h30 à 17h30.

ats-r.com [More from ats-r.com](#)

What does ATSR stand for? - Abbreviations.com

Looking for the definition of **ATSR**? Find out what is the full meaning of **ATSR** on Abbreviations.com! The Web's largest and most authoritative acronyms and abbreviations resource.

abbreviations.com/ATSR [More from abbreviations.com](#)

MCP-902TS Vendor

Role Name E-mail Address Office Cell Phone; Primary: Daniel Cincoski: dcincoski@atsr.com (763) 545-3731 : Secondary: Jody Elam-Foote: jelamfoote@atsr.com (763) 525-3209

mn.gov/buyit/mcp902ts/vendors/158_index.html [More from mn.gov](#)

Figure 2 – Results of DuckDuckGo search on “ATSR” on 7 March 2014

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Did you mean [SLST](#)?

[Slate Magazine - Politics, Business, Technology, and the Arts](#)

Online magazine of news and commentary on culture and politics

[slate.com](#) [More from slate.com](#)

[Sentinel-3 / Copernicus / Observing the Earth / Our ...](#)

A Sea and Land Surface Temperature Radiometer (**SLSTR**), which is based on Envisat's Advanced Along Track Scanning Radiometer (AATSR), to determine global sea-surface temperatures to an accuracy of better than 0.3 K.

[esa.int/Our_Activities/Observing_the_Earth/Cope...](#) [More from esa.int](#)

[ATSR | What is ATSR? | SLSTR](#)

SLSTR: The Sea and Land Surface Temperature Radiometer (**SLSTR**) is to be the fourth of the along-track scanning radiometers. **SLSTR's** objectives include that of maintaining SST and LST data continuity after Envisat, as part of the EU's GMES space segment.

[atsrsensors.org/slstr.htm](#) [More from atsrsensors.org](#)

[Sen3symposium.org](#)

Background. The European Space Agency, together with Eumetsat, is organising the Sentinel-3 OLCI/**SLSTR** and MERIS/(A)ATSR workshop, which will be hosted in ESA-ESRIN, Frascati, Italy, from 15 to 19 October 2012.

[sen3symposium.org](#) [More from sen3symposium.org](#)

[slstr's profile](#)

Forum Post Count: 1158: Join Date: 3/3/12: Last Online: 1 hour, 46 minutes ago: It looks like **slstr** hasn't added anything to their community profile yet.

[styleforum.net/u/159341/slstr](#) [More from styleforum.net](#)

[ESA Earthnet Online - Sentinel 3 mission - Home - Earth ...](#)

SLSTR and OLCI are optical instruments that will be used to provide data continuity for Envisat's MERIS and AATSR instruments and the swath's of the two instruments will overlap, allowing for new combined applications.

[earth.esa.int/web/guest/missions/esa-future-missions/...](#) [More from earth.esa.int](#)

[\[PDF\] Slstr High Accuracy Dual Scan Temperature Radiometer for Sea ...](#)

SLSTR is a high accuracy infrared radiometer which will be embarked in the Earth low-orbit ESA Sentinel 3 mission as a part of the GMES (Global Monitoring for Environment &

[selex-es.com/documents/737448/9410160/body_mm07790_S...](#) [More from selex-es.com](#)

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[ABSL Selected to Supply Infrared Calibration System for SLSTR ...](#)

ABSL Space Products is proud to announce the award of a contract for the design, development, and manufacture of the infrared calibration system and high-precision temperature acquisition electronics for the Sea and Land Surface Temperature Radiometer (**SLSTR**).

securitysystems-tech.com/articles/absl-selected-supply-infrared-... [More from securitysystems-tech.com](#)

[\[PDF\] Next generation along track scanning radiometer - SLSTR](#)

J. Frerick, J. Nieke, C. Mavrocordatos, B. Berruti, C. Donlon. ESA (Netherlands) M. Cosi. SELEX Galileo S.p.A. (Italy)
W. Engel. Jena Optronik GmbH (Germany)

spiedigitallibrary.org/data/Conferences/SPIEP/69120/851605.pdf [More from spiedigitallibrary.org](#)

[\[PDF\] SLSTR Breakout Summary - Gary Corlett \(22/03/2012\)](#)

SLSTR Breakout Summary - Gary Corlett (22/03/2012) [Updated 16/04/2012 with post meeting comments from Gorm Dybkjær, Simon hook and David Meldrum]

congrexprojects.com/docs/12m17_docs/scvt-slstr-breakout-sum... [More from congrexprojects.com](#)

[\[PDF\] Sentinel-3 OLCI and SLSTR - GlobColour](#)

Sentinel-3 OLCI and **SLSTR** Craig Donlon ESA/ESTEC, Mission Science Division. B. Berruti, J. Frerick, C. Mavrocordatos, J. Nieke, H. Rebhan, J. Stroede. and the S3 Team, European Space Agency, ESTEC, Keplerlaan 1, 2200AG Noordwijk ZH, The Netherlands. 20 th

globcolour.info/workshop_200811_presentations/3_Future/... [More from globcolour.info](#)

[Land Surface Temperature > Home](#)

Welcome to the ATSR/**SLSTR** Land Surface Temperature Portal. Land Surface Temperature (LST) is the radiative skin temperature of the land derived from solar radiation.

lst.nilu.no [More from lst.nilu.no](#)

[Michael J Sweeny Brstr & Slstr - Purdy Road Hills, New Denver ...](#)

Company profile, information and contact info for Michael J Sweeny Brstr & **Slstr** - Purdy Road Hills, New Denver, BC from ProFile Canada, Canada's most trusted Business Database for lists and data.

profilecanada.com/companydetail.cfm?company=2161385 Micha... [More from profilecanada.com](#)

[STANDARD BUMPER POST SLEEVE 1/8" | Ross Clark Material Handling](#)

HPPP-RD-06-60-S-**SLSTR**: Red with Silver Stipes 6 to 6-5/8" 7 \$37.99 Featured Products; Best Sellers . PRE-ENGINEERED BULK STORAGE RACKS - 72" H. View Details. BOARD DECKING FOR BOLTLESS SHELVING. View Details. PACKING LIST POUCH TAPE. View Details. EXTRA ...



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rossclark.theonlinecatalog.com/store/guards/post/products/standard-bum...
rossclark.theonlinecatalog.com

[More](#) [from](#)

3rd MERIS/(A)ATSR & OLCI/SLSTR Preparatory Workshop

The workshop is open to ESA Principle Investigators and co-investigators, scientists and students using MERIS/(A)ATSR data, future follow-on Sentinel-3 OLCI/**SLSTR** data users, representatives from GMES services, national, European and international space agencies and value adding ...

assistance-en-sig.blogspot.com/2012/10/3rd-merisaatsr-olcislstr-prepar... [More from assistance-en-sig.blogspot.com](#)

The Ceos Database : Instrument Summary - Slstr

CEOS EO HANDBOOK - INSTRUMENT SUMMARY - **SLSTR** - Full Name: Sea and Land Surface Temperature Radiometer

database.eohandbook.com/database/instrumentsummary.aspx?instrum... [More from database.eohandbook.com](#)

SLSTR - Stinky Jim - Free listening, videos, concerts ...

SLSTR - Stinky Jim on Last.fm. Discover more music, concerts, videos, and pictures with the largest catalogue online at Last.fm.

last.fm/music/SLSTR++Stinky+Jim [More from last.fm](#)

ABSL Selected to Supply Infrared Calibration System for SLSTR

ABSL Power Solutions : 08 August, 2008 (New Product) ABSL Space Productshas announced the award of a contract for the design, development, and manufacture of the infrared calibration system and high-precision temperature acquisition electronics for the Sea and Land Surface ...

defensefile.com/News_Detail_Absl_selected_to_supply_inf... [More from defensefile.com](#)

[PDF] Study of Sentinel-3/SLSTR suitability for estimating active ...

A. Calle: Study of Sentinel-3/SLSTR suitability for estimating active fire parametres 705 Finally, the future **SLSTR** sensor will be suitable for fire monitoring because the saturation of

earsel.org/symposia/2013-symposium-Matera/pdf_proc... [More from earsel.org](#)

Study of Sentinel-3/SLSTR suitability for estimating active ...

FRP (Fire Radiative Power) is the magnitude associated to the thermal radiance which explains the ecological effects of active fire; it is the component of the chemical power released from burning vegetation and emitted as radiation during the process of combustion.

conferences.earsel.org/abstract/show/3671 [More from conferences.earsel.org](#)

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[\[PDF\] Land Surface Temperature Determination from the ATSR-Family ...](#)

Some characteristics of the **SLSTR** channels and their intended uses. Introduction Recent developments for determining land surface temperature (LST) from infrared broadband satellite radiometers are described. In particular we examine the operational

cimss.ssec.wisc.edu/itwg/itsc/itsc17/posters/5.8_prata.pdf More from cimss.ssec.wisc.edu

[Copernicus: Sentinel-3 - Satellite Missions - eoPortal Directory](#)

SLSTR (Sea and Land Surface Temperature Radiometer): **SLSTR** is an upgraded and advanced version of the AATSR instrument on Envisat, offering a wider swath which completely overlaps the OLCI swath, as required to produce accurate vegetation products.

directory.eoportal.org/web/eoportal/satellite-missions/c-missi... More from directory.eoportal.org

[HV Sistemas - Sentinel-3 SLSTR OME EGSE](#)

Sentinel-3 **SLSTR** OME EGSE. HV Sistemas has been selected by Jena-Optronik GmbH for the design, development, manufacture and delivery of the Sentinel-3 **SLSTR** OME EGSEs, that are being used during the manufacture, assembly and integration of the Opto-Mechanical Enclosure (STM, EM and PFM models ...

hvsistemas.es/en/sol/S3_SLSTR_OME_EGSE.html More from hvsistemas.es

[\[PDF\] Remote Sensing of Environment - MACC Project - Home](#)

Sentinel-3 **SLSTR** active fire detection and FRP product: Pre-launch algorithm development and performance evaluation using MODIS and ASTER datasets

gmes-atmosphere.eu/about/project_structure/input_data/d_fi... More from gmes-atmosphere.eu

[ESA GMES Sea and Land Surface Temperature Radiometer \(SLSTR ...](#)

ESA GMES Sea and Land Surface Temperature Radiometer (**SLSTR**) 2009 - 2012. Project overview. In the framework of the Global Monitoring for Environmental and Security programme (GMES), this programme is for the development of a European polar orbit satellite system with the provision of visible ...

reading.ac.uk/infrared/research/projects/ir-slstr.aspx More from reading.ac.uk

[More Links...](#)

Figure 3 – Results of DuckDuckGo search on “SLSTR” on 7 March 2014

5.3.2 Launch Events

Launch events are intended to show-case the successful achievement of milestones within the ATSR programme.

At present, only one Launch Event has taken place, to mark the completion of the v2.0 Archive (see <http://atsrsensors.org/news.htm>).

Currently no further Launch Events are planned.

5.3.3 Public Exhibits

Public exhibits cover such activities as the display of AATSR in the Science Museum ((see <http://atsrsensors.org/news.htm>) and also the prominence of ATSR in the hyperwall display of the Space Catapult at Harwell.

5.3.4 Schools

Outreach to schools includes use of AATSR and its products in school visits such as the “Blue Marble” programme run by the University of Leicester.

5.3.5 Publications

Information about ATSR can be disseminated by writing articles for publications. In addition to numerous publications by individual researchers, there are two current initiatives:

Special Issue of a Scientific Journal

In January 2012, ‘Remote Sensing of Environment’ (RSE) published a special issue (Volume 116) focussing on ATSR. Eighteen papers were written and are available for subscribers to download from the RSE website.

Article for ESA Journal

A specific proposal in this area is to write an article about the archive for the ESA Journal, potentially to be co-authored by Matt Prichard (RAL), Andy Chalmers (DECC), Wolfgang Lengert (ESA) and Prof David Llewellyn-Jones (UoL).

Contributions to major reports such as IPCC assessment reports will happen directly, through the Met Office Hadley Centre and through ESA’s Climate Change Initiative (CCI) programme.

5.3.6 Press Releases

Planned press releases should be produced to highlight the successful achievement of milestones within the ATSR programme. Table 4 contains a list of planned press releases, and responsibility for each press release is assigned. It is proposed that such press releases be jointly agreed and released through the Press Offices of all funding partners.

Opportunistic press releases should be issued in response to newsworthy events with relevance to ATSR, such as record temperatures reported by national meteorological services. It is proposed that these press releases be drafted by the AEB Project Office and, once approved, released through the Press Offices of all funding partners.

In the case of enquiries from media representatives that are not covered by the above, it is suggested that:

- enquiries should be fielded in the first instance by the Press Offices of the funding partners (websites should include links that can be found by search engines)
- these Offices should be provided with names and contact details for ESA and non-ESA staff who can provide knowledgeable answers to the enquiries
- these Offices should be provided with boilerplate text that can be used as background material by the media.

The following table summarises the planned press releases that are under consideration.

Table 4 - Planned Press Releases

Event	Target Date	Responsibility

5.3.7 Conference Talks and Papers

Conference papers are regularly presented at workshops and conferences, with the intention of informing the scientific community about developments within the ATSR programme. This practice is expected to continue. Table 5 lists forums at which information can be presented.

Table 5 - Forums where information can be presented

Meeting	Why
IVOS (CEOS)	Long-term validation
Living Planet Symposium	User meeting
AGU	User meeting
GHRSST	User meeting, SST validation
Science Advisory Group (SAG)	Advancing scientific uses of ATSR data
Annual DEC review	Update DECC, NERC, Met Office, UKSA
Quality Working Group (QWG)	Data quality for operational and archived data
IGARSS	Conference on Geoscience and Remote Sensing

5.3.8 Symposia

A wide audience could be addressed by holding a symposium focussing on ATSR. Such a symposium could be organised as a stand-alone event or in conjunction with another event in a related field. For example, it could be held in conjunction with the next ATSR/MERIS workshop (obviously, this would be subject to the agreement of the workshop organisers). Thus, the symposium could adopt one of the following formats:

- A symposium arranged independently of the ATSR/MERIS Workshop
- A symposium to be held the day before or day after the ATSR/MERIS Workshop
- A symposium organised as a dedicated session of the ATSR/MERIS Workshop
- A symposium based on the parallel session format of the ATSR/MERIS Workshop.

5.3.9 ATSR Book

The concept for the ATSR book, to be led by David Llewellyn-Jones, is outlined below:

Target Readership

Although it is recognised that the book may be of interest to readers with a good understanding of ATSR, it is proposed that the book should be aimed at an audience which does not necessarily have such a background, therefore authors should assume that they are addressing:

- Educated general public
- Students of space-related disciplines
- Professionals concerned with space R&D, management and administration

General Description of Book

The book will describe the progress, from initial idea to full realisation, of the ATSR project. It will explain, in layman's terms, the need for space observations of the Earth. It will also explain the specific need for very precise and global SST measurements. Following descriptions of how the idea arose, how a flight opportunity was secured and funded, there will be a description of the instruments, concentrating on the novel technological features, explaining how the innovative science depends on the availability of the appropriate technology. In fact one of the underlying themes of the story will be to explain and illustrate the way in which scientific foresight, properly targeted technology and the huge range of technical skills can come together to generate an innovative and successful observing system.

There will be extensive examples, generously illustrated by high-quality image data. An underlying theme of these examples will be to illustrate the power of thermal imagery and of a long, consistent and stable time-series, although Vis/NIR will not be neglected.

This will be followed by a summary, again generously illustrated, of the applications to which the data are put, particularly the way in which SST finds its way into the weather forecast. The book will conclude with some guesses as to future developments and some comments on lessons learned.

The book will be composed of chapters written from different perspectives by individuals involved in the programme, so chapters could include the PI's story, the engineer's story, the validation scientist's story, the project manager's story, the civil servant's story, the designer's story, the climate scientist's story, the space agency story, the Australian story, etc. Each chapter could be a composite of experience's or just a single perspective, depending on who is willing to contribute. It should include high quality photographs and diagrams as appropriate, and each chapter should include a box summarising the technical background of the chapter.

Format

The book is intended to be published in paper format but could also be made available as an e-book. A suitable publisher will be sought when the first drafts are available.

Timescale

The aim is to complete the book by the end of 2014.

5.3.10 Presentations

In order to encourage some users to use ATSR products, it may be necessary to make presentations and meet with them to discuss a specific opportunity. Support for such meetings would require substantial effort so they should be reserved for prospects who are considered likely to adopt ATSR products for use on their research and operational programmes, but who cannot easily be engaged through other channels.

No specific opportunities to make presentations have been identified at this stage, but it is anticipated that the AEB will make recommendations for future presentations. Prospects could include national meteorological offices and international bodies involved in climate monitoring.

5.3.11 Factsheets

The ATSR programme is well-known amongst SST users, thanks to the GHRSST project. It is generally well-known to earth observation scientists in the UK, but awareness is lower in the wider community of potential users in the UK and more generally in other countries, although this is beginning to change as the data becomes more accessible. This situation could be addressed by producing factsheets which summarise the technical characteristics of the instruments and explain the data that is available in the archive.

To increase the potential readership, the factsheet could be produced in languages other than English. For example, it could be bilingual (e.g., English and French). Alternatively, different editions of the factsheet could be produced, one per language. Factsheets should be made available in physical form and as e-publications.

No specific plans for factsheets have been formulated at this stage. The AEB may recommend that factsheets be produced in the future.

5.3.12 Data Access

We should continue to work on ways to make the data more accessible through established data centres. Currently, the NEOCD, the ESA archive, MyOcean and the GHRSST PO.DAAC are the only data delivery mechanisms, other than the ESA fire atlas (which has large numbers of users). Other data centres should be encouraged to add links to the ATSR archive, starting with marine centres such as the Marine Environmental Data and Information Network (MEDIN). The climate modelling community have a preference to access their data through the Earth System Grid (ESG) in NetCDF-CF format. Providing the ATSR products

(Level 3) on one of the nodes (e.g. at BADC) would be a good way to encourage their exploitation by the climate modelling community.

5.3.13 Training / Courses

The University of Leicester already runs SST courses for students, and it is expected that these would continue. The PI provides training as part of ESA's Dragon programme in China.

6. HIGH LEVEL ENGAGEMENT PLAN

This section summarises the main tasks which should be monitored by the AEB. This table should be maintained by the AEB Project Office and updated at each meeting of the AEB.

Channel	Activity	Target Date	Responsibility
Websites	Maintain Wikipedia pages	Ongoing	PI
Websites	Maintain ATSRsensors.org	Ongoing	AEB Project Office
Public Exhibits	AATSR Engineering Model in Science Museum	Completed	Science Museum London
Public Exhibits	AATSR Flight Spare FPA and SPA	March 2014	Powerhouse Musuem Sydney
Schools	“Blue Marble” programme	Ongoing	University of Leicester
Publications	Article for ESA Journal	TBD	TBD
Conference Paper	IVOS	TBD	TBD
Conference Paper	IGARSS	TBD	TBD
Conference Paper	GHRSST	TBD	TBD
Conference Paper	AGU	TBD	TBD
Conference Paper	World Climate Conference	TBD	TBD
Symposium	AATSR-MERIS workshop	TBD	ESA
(A)ATSR Book	(A)ATSR Book issued	Late 2014	PI
Courses	SST courses for students	Ongoing	University of Leicester

7. ACRONYMS

AATSR	Advanced Along-Track Scanning Radiometer
ACP	ATSR Communication Plan
AEB	ATSR Exploitation Board
AEP	ATSR Exploitation Plan
AGU	American Geophysical Union
ATSR	Along-Track Scanning Radiometer
ATSR-1	The ATSR instrument on ERS-1 satellite
ATSR-2	The ATSR instrument on ERS-2 satellite
(A)ATSR	The ATSR series
BT	Brightness Temperature
CCI	Climate Change Initiative
CEOS	Committee on Earth Observation Satellites
CSIRO	Commonwealth Scientific and Industrial Research Organisation
DEC	Data Exploitation Contract
DECC	Department of Energy and Climate Change
Defra	Department for Environment, Food and Rural Affairs
DLR	Deutsches Zentrum für Luft- und Raumfahrt
CSIRO	Commonwealth Scientific and Industrial Research Organisation
ECV	Essential Climate Variable
Envisat	Environmental Satellite
ESA	European Space Agency
ESRIN	European Space Research Institute
Eumetsat	European Organisation for the Exploitation of Meteorological Satellites
GHRSST	Group for High Resolution Sea Surface Temperature
GMES	Global Monitoring for Environment and Security
IDEAS	Instrument Data quality Evaluation and Analysis Service
IGARSS	International Geoscience and Remote Sensing Symposium
IPCC	Intergovernmental Panel on Climate Change
IR	Infra-Red
ISIC	International Space Innovation Centre
IVOS	Infrared and Visible Optical Sensors
LI	Lake Ice
LST	Land Surface Temperature
LSWT	Lake Surface Water Temperature
MEDIN	Marine Environmental Data and Information Network
MERIS	Medium Resolution Imaging Spectrometer
NDVI	Normalised Difference Vegetation Index
NEODC	NERC Earth Observation Data Centre
NERC	Natural Environment Research Council
NIR	Near Infrared
PI	Principal Investigator

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PO.DAAC	Physical Oceanography Distributed Active Archive Center
QWG	Quality Working Group
R&D	Research and Development
RAL	Rutherford Appleton Laboratory
RSE	Remote Sensing of Environment
SAG	Science Advisory Group
SEP	Science Exploitation Plan
SLSTR	Sea and Land Surface Temperature Radiometer
SST	Sea Surface Temperature
UKSA	United Kingdom Space Agency
UoL	University of Leicester