



GLOBAL SCIENCE & TECHNOLOGY, INC.

INSIGHT Program



NASA Science Communication and Visualization

Services: Conference and Event Coordination, Communication Platforms, Communication Products, Scientific Visualization, Software Development

Timeline: June 2013 to Present

Locations: Greenbelt, Maryland; Numerous Events around the World

Partnering with USRA on the Goddard Earth Sciences Technology and Research (GESTAR) cooperative agreement, GST is supporting two of the highest-profile outreach and communication efforts within NASA's Science Mission Directorate (SMD)—the NASA Science Communications Support Office (SCSO) and the Scientific Visualization Studio (SVS)—as well as a new effort to tell integrated stories conveying science results from across NASA's Earth Science Research & Analysis Program. While mostly based at Goddard Space Flight Center, this NASA science outreach team enables the broader space agency to reach millions of people every year through events and products.

A dynamic range of activities includes:

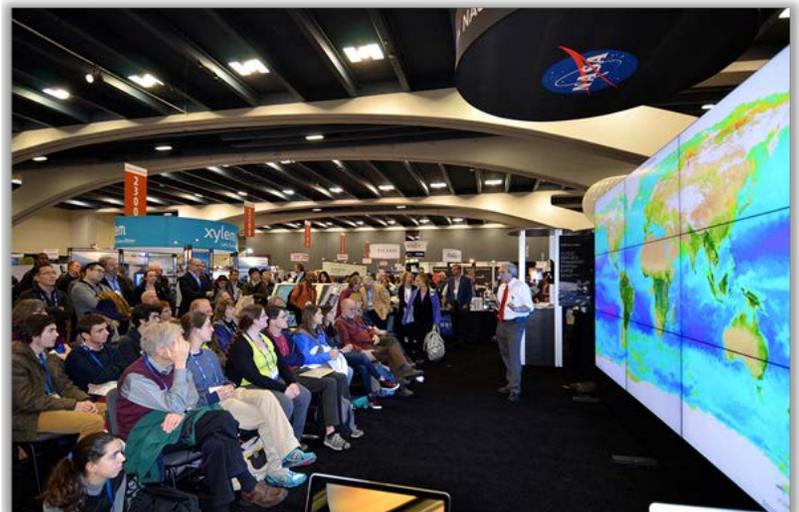
- Delivering NASA science face-to-face to the world at two-dozen or more science conferences and public events annually.
- Using a multifaceted storytelling approach encompassing the hyperwall—a large seamless wall of video displays, the Dynamic Planet and Science on a Sphere globe-based platforms, science galleries, infographics, digital and printed publications, websites, and social media.
- Creating world-class visualization content from observational and model data for broadcast and print media, the web, conferences, museums, planetariums, and other outlets.
- Developing and refining the hyperwall software and providing key support to the SVS website and database, housing thousands of visualizations and stories, and producing documentation for using these resources effectively.

Our team coordinates NASA exhibits at science conferences such as the American Geophysical Union Fall Meeting and the American Astronomical Society Winter Meeting; partners with other federal agencies on the U.S. presence at international meetings such as the Asia Oceania Geosciences Society Meeting; and mounts public events such as Earth Day at Washington, DC's Union Station. A frequent exhibit centerpiece is the hyperwall, featuring content from across SMD, NASA collaborators, and others and presented by scientists and engineers to enthusiastic audiences.

Program-related and visualization products and information are available at <https://eosps0.gsfc.nasa.gov> and <https://svs.gsfc.nasa.gov>.

The Hyperwall in Action

NASA Earth Science Division Director Michael Freilich presents in front of the hyperwall at NASA's American Geophysical Union Fall Meeting exhibit.



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