

Don Talend Customer Insight-Focused Content Portfolio



Email: don@dontalend.com

Phone: 847-802-0355


Customer case studies: Zebra Technologies


- Senior marketing content writer for enterprise-level data capture and automatic identification solutions provider Zebra Technologies
- Developed customer case studies—valuable campaign and sales enablement assets:
 - Strategized story angles with sales and marketing leaders
 - Conducted customer interviews, often soliciting additional input from technology partners
 - Wrote and edited copy, ensuring alignment with Zebra stakeholders
- Content such as this contributed to measureable improvements such as +8.8% revenue (2018) and +6% global campaign responses

Case study: retail

Retailer successfully executes front-of-store strategy by adopting mobile computers

SUCCESS STORY
OFFICE DEPOT®

 **ZEBRA** CAPTURE YOUR EDGE



Zebra TC51/56 mobile computers support Office Depot's customer-centric strategy

Retailer consolidates store, supply-chain and delivery software applications in one Android device and cuts its operating costs while improving customer satisfaction.

Challenge

Office Depot's leadership sought to adapt to the on-demand economy by implementing a new long-term retail strategy focused on the needs of small-business customers. These customers demand fast and flexible item purchase and pickup options. However, Office Depot's mobile devices were not reliable enough to empower store associates to assist customers anywhere in a store and offer such options. Also, the devices were not up to the task of raising supply-chain efficiency to an "on-demand" level and supporting a new brand promise of more personalized service from associates. Additionally, managers of Office Depot's supply-chain facilities were not able to communicate with workers in real time.

Solutions

Office Depot adopted 7400 Zebra® TC51 mobile computers for use with Wi-Fi networks in its 1,320 stores and distribution facilities, and a couple thousand TC56 cellular devices for delivery. The new devices run on the Android OS, a platform well-suited to new Office Depot software applications developed to enhance the work performance of associates and supply-chain workers. Office Depot also began using RS507X ring imagers to improve order-picking accuracy and productivity in its supply-chain facilities.

Results

With a smartphone-like design and long battery life, and backed by Zebra OneCare® extended technical support beyond the product warranty, the mobile computers are more reliable and easier for workers to use than the old devices. Workers now use one device to run Office Depot's Android applications. The Weston, FL Distribution Center utilizes the Workforce Connect Powered by Zebra Savanna PTT (Push to Talk) Pro solution for real-time, teamwide communications. These mobile applications and solutions have made Office Depot's store operations, supply chain and delivery services operate more efficiently. The new enterprise mobile technology has enabled Office Depot to maintain a 95% or better order pick and fulfillment rate and improve productivity in its supply-chain facilities. Its mobile technology operating costs have decreased by 9%. Last but not least, a POD application for Android gives customers visibility of their orders throughout the fulfillment process, and Office Depot's Net Promoter Score and overall customer service scores have improved significantly.

SUMMARY

Office DEPOT
OfficeMax

Customer
Office Depot

Industry
Retail

Challenge
Upgrade mobile technology for store associates, supply-chain facilities workers and delivery drivers to give customers fast and flexible purchase and pickup options.

Solutions

- TC51 and TC56 mobile computers
- Workforce Connect Powered by Zebra® Savanna PTT Pro
- RS507X ring imager

Results

- Reduced operating costs due to device consolidation
- Quick development of enterprise applications with Android™ OS
- Better customer service from store associates
- Higher customer satisfaction
- More accurate supply-chain tracking of merchandise
- Better supply-chain communication and productivity
- More predictable order delivery timing
- Real-time proof-of-delivery (POD) verification

[Link to case study](#)

Case study: warehouse

Nonprofit for visually impaired workers uses new mobile devices and boosts warehouse productivity, slashes product returns



PROCESS STORY
NORTH CENTRAL SIGHT SERVICES

ZEBRA

Better mobile technology raises performance of warehouse workers who are visually impaired

North Central Sight Services integrates a new warehouse management system (WMS) with new Zebra® MC3300 mobile computers and improves inventorying and picking efficiency and accuracy.

Situation/challenge

This nonprofit agency employs 28 workers who are visually impaired, including its chief executive officer. Nine of these workers inventory, package and ship AbilityOne products in its warehouse as part of a program under the U.S. AbilityOne Commission®, a federal agency. The previous warehouse management system (WMS) and mobile devices provided a less-than-optimal user experience, adversely impacting warehouse productivity.

Solution

North Central Sight Services worked with a Zebra Technologies partner to integrate a new WMS with Zebra® MC3300 mobile computers running applications with large characters, color coding and voice-directed picking.

Result

Productivity has increased dramatically. Monthly full inventory cycles are just two hours, compared with manual cycle counting that previously took a day and a half. Picking accuracy also has improved, as reflected in the near elimination of returns.

SUMMARY

NORTH CENTRAL SIGHT SERVICES
INC.

Customer
North Central Sight Services, Inc.
Milwaukee, WI

Industry
Warehouse

Challenge
Upgrade WMS and mobile computers to accommodate workers with visual impairments for greater warehouse productivity.

Solution
Zebra® MC3300 mobile computers

Results



- Full inventory cycle in 2 hours
- Less than previous manual cycle counting
- Two returns due to incorrect picks out of 40,000 orders in first eight weeks

[Link to case study](#)

Case study: logistics

Zebra partner equips logistics company with mobile computers to enable better driver customer service with less paperwork

SUCCESS STORY
CARDINAL LOGISTICS



Supply Chain Services and Zebra help Cardinal Logistics enhance service and delivery visibility

Zebra® TC56 and TC57 mobile computers enable the 3PL provider to increase proof-of-delivery transparency and maintain service-hours compliance, with less paper.

Challenge

Cardinal Logistics' leadership wanted to improve customer service and reduce operating costs and paperwork without equipping delivery drivers with multiple devices and paying for multiple data plans.


Solution


Supply Chain Services provided Cardinal Logistics with Zebra mobile computers, most recently TC56 and TC57 Android devices, to gain a more efficient user interface and more application programming flexibility and security.

Results

Drivers now use efficient activity tracking and hours-of-service applications and document more POD data points for greater delivery visibility, both internally and among customers.

SUMMARY


Customer:
Cardinal Logistics Management Corp.
Concord, NC


Zebra Partner:
Supply Chain Services
Oshtemo, MN

Industry:
Transportation and Logistics

Challenge:
Enable delivery drivers to maintain hours of service compliance and improve proof-of-delivery (POD) efficiency for better customer service.

Solution:
• Zebra Android® TC56 and TC57 mobile computers

Results:
• Less paperwork and greater driver efficiency
• Fewer devices overall and lower technology costs
• More detailed and visible POD
• Better driver hours-of-service compliance

[Link to case study](#)

Case study: logistics

Third-party logistics services provider uses Zebra multi-barcode solution to improve truck throughput at vendors' warehouses

PROCESSESTORY
PROTRANS



SUMMARY
PROTRANS

Customer
ProTrans, Inc.
Indianapolis, IN

Partner
CB&I
Troy, MI

Industry
Third party logistics

Challenge
Inefficient scanning workflow
Results: warehouse increased labor costs and slowed order processing and truck throughput.

Solution
• Zebra Multi-Barcode Solution

Results
• Separate items if multiple barcodes reduced time to scan
• 75% decrease in order processing time
• Increase in order fulfillment
• Increase in throughput at the supplier
• Increase in labor productivity

SimulScan helps ProTrans save time, money

Logistics services provider benefits from more efficient barcode scanning

ProTrans, an Indianapolis-based third-party logistics services provider, recently reduced barcode scanning time by about 75% at warehouses that supply parts to an automotive manufacturing customer. After ProTrans deployed drivers' handheld mobile computers with an application that uses Zebra® Technology's SimulScan Multi-Barcode solution, the company has minimized truck waiting time and driver overtime, improved warehouse throughput and shipped orders faster.

ProTrans piloted SimulScan in late 2017 to evaluate the solution's potential to shorten barcode scanning time. The pilots are typical of the company's early adoption of technologies that have aided continuous operational improvements. Allen Phelps, ProTrans' chief technology officer, notes that its Zebra partner has worked closely with the company to identify handheld mobile computer with a variety of design form factors that are well-suited to different workflows. Also, ProTrans' application development team has used Zebra software to develop mobile applications for the devices to dynamically enhance workflow efficiency through the year. The use of SimulScan is one example.

Parts verification was slow

The process of verifying automotive parts against purchase orders at suppliers' warehouses used to be an inefficient one for ProTrans' drivers.

Although the automotive industry's Action Group (IATF) developed a single barcode standard that uses prefixes denoting data fields to ease data grouping in database nearly 40 years ago, not all suppliers adhere to the standard. Even in cases where suppliers adhere to the standards, they do not necessarily position barcodes in an order that aligns with the ProTrans mobile application.

Drivers had to study barcodes before scanning each label four separate times to capture the part, quantity, serial number and package code data fields in the right order—a slow, laborious process, Phelps says. When ProTrans determined that scanning pallets full of parts was taking longer than staging them for loading, it was time to do something.


"You can imagine our drivers waiting an hour and a half and all of a sudden the dock fills up and the parts supplier are trying to get trailers out the door," Phelps says. "Many of our suppliers use small 50,000-square-foot warehouses and if we don't get that throughput in a timely fashion, it just backs up the trucks in the dock and they can't move new orders into that truck line."


[Link to case study](#)

Case study: public safety

Department adopts rugged tablets and transforms officers' work processes with greater autonomy and efficiency

SUCCESS STORY
TROY POLICE DEPARTMENT

 **ZEBRA** CAPTURE YOUR EDGE



Troy, NY Police Department boosts emergency responsiveness with XSLATE R12 Rugged Tablet PC

Department upgrades patrol-car technology with rugged tablets and empowers officers to prioritize police calls and work more efficiently on the front lines of law enforcement.

Challenge

Having planned to upgrade its two-way radio system in 2015, the Troy PD leadership expanded the initiative to cover patrol car technology overall. The department had installed mobile data terminals in some of its cars starting in the 1980s, but they took up a lot of space, lacked portability and ultimately were underutilized due to a lack of support budget. To enable its officers to reduce their reliance on the two-way radio and proactively respond to dispatch calls, the department needed a ruggedized mobile device that would accommodate the evolving technological nature of police work in the future.


Solution

Community Police Sgt. Sam Carello and the department leadership saw the Xplore[®] (later acquired by Zebra) XSLATE R12 Rugged Tablet PC on display at the 2015 International Wireless Communications Expo and were impressed with its compact size and fast processing speed.

Results

The XSLATE R12 immediately transformed the way officers work. It displays police call-in-progress data on the screen, enabling them to discern the urgency of calls and prioritize them more efficiently than verbally communicating with dispatchers via their two-way radios or cell phones. Also, the XSLATE R12 has eliminated the need for officers to write crash reports and traffic citations by hand, saving more time. The XSLATE R12's operating reliability versus the MDTs, portability and long-lasting battery gave the Troy PD the potential to further transform police work in the future. An officer can detach it from its docking station inside the car and digitize previous handwriting-oriented processes such as taking crime scene witness testimony and issuing traffic tickets.

SUMMARY



Customer
City of Troy, NY Police Department

Industry
Public Safety / Government

Challenge
Replace "hard-down" mobile data terminals with portable patrol-car devices, give officers immediate visibility of police calls in progress and improve overall work efficiency.

Solution
• Zebra[®] XSLATE R12 Rugged Tablet PC

Results

- More empowerment to prioritize police calls independently
- Less reliance on dispatch and two-way radios
- More efficient report writing
- Potential for more mobile future work processes

[Link to case study](#)

Article pitching and placement: Topcon Positioning Systems

- Public relations consulting for global geospatial technologies provider Topcon Positioning Systems
- Provided complete earned media solution:
 - Strategized story angles for multiple trade publications
 - Arranged site visits with customers
 - Provided onsite photography
 - Developed copy with coordinated customer and equipment dealer input
 - Pitched queries to editors
 - Worked with editors to customize articles to their publications, while serving corporate and dealer interests
- Obtained 150+ article placements
- Combined reach: 4 million+ readers

Automated grade control: pavement milling

Paving contractor keeps fast-track JFK Airport runway resurfacing project on schedule with GPS-guided milling



[Link to ForConstructionPros.com article](#)

Structural building element surveying

High-speed scanning enables contractor to ensure precise positioning of structural steel at Nashville convention center



BIM GETS A BOOST

High-speed precision scanning technology brings cost-effective precision to structural steelwork at Nashville's Music City Center

The 1.2 million-square-foot Music City Center in Nashville will have plenty of design features and spaces for visitors to talk about when it is scheduled to open in February 2013. The multi-function exhibit hall covers 350,000 square feet, or about eight acres; the grand ballroom contains 57,500 square feet and the junior ballroom contains 18,000 square feet and sixty meeting rooms occupying 90,000 total square feet. Several sustainable features put the new convention center on track to achieve Leadership in Energy and Environmental Design (LEED) Silver certification from the U.S. Green Building Council, such as a 175,000-square-foot green roof designed to mimic the rolling hills of Tennessee and a 260,000-gallon collection tank that will store rainwater from the roof that will be used to irrigate outdoor landscaping and flush the hundreds of toilets in the building. None of these features will be located where they should be if the steel contractors on the project—including Schuff Steel Atlantic-do not install 11,000 tons of structural steel where the official building survey dictates. Schuff is primarily erecting structural steel that will form the interior backbone of what is

arguably the facility's most distinctive architectural feature: a 162-foot wall at the north end of the main structure that rises out of the main roof and resembles the body of a guitar from a bird's-eye view. The metal panel wall will enclose the grand ballroom on the ninth floor.

Laying out the structural steel for the radial shape of the guitar wall presents Schuff with a significant challenge. The contractor is using high-speed precision scanning technology to meet it.

Preventing a snowball effect

Viewing three computer screens showing two- and three-dimensional models of the structural steel in his office a few blocks from the Music City Center, Schuff Project Superintendent John Figuera noted that the design tolerance is one-quarter of an inch and three-eighths of an inch around glass. A failure to adhere to the tolerances would cause an undesirable snowball effect, Figuera pointed out. Work from contractors installing glass, cut stone and metal panels would also be off. "It affects all of the follow-on trades, so it's crucial that everything is where it needs to be," he said. "We drive the bus—if we're wrong, then everybody else is going to have issues down the road."

>> By Don Talend

Displayed with permission • The American Surveyor • Vol. 9 No. 1 • Copyright 2012 Cheven Media • www.amerisur.com

[Link to American Surveyor article](#)

Structural bridge element surveying

Contractor uses high-speed scanning to verify location of truck-mounted cranes and overpass girders



[Link to ForConstructionPros.com article](#)

Automated grade control

Contractor uses precision technology to hold steep Arizona flood-control canal's slopes in tolerance



[Link to Grading & Excavation Contractor article](#)

Automated grade control

Contractor meets tight elevation and cross-slope tolerances on fast-track highway project



[Link to ForConstructionPros.com article](#)

Stadium construction surveying

Surveyors ensure retractable roof stays within tight tolerances



Photo by Jim Smedley

L-R: Baden and Deiwert pose with the Topcon GTS-233W total station.

144 feet apart. The trusses are 12 feet wide and vary in depth from 40 feet at the midfield apex to 30 feet at the SuperFrame. The outboard sections of the transverse trusses span 170 feet between the SuperFrames and perimeter columns, while the peaked interior section spans 300 feet between the SuperFrames. Each transverse truss supports a steel rail box girder along its length and the girders each support a 175-pound-per-yard crane rail that supports the wheels of the retractable roof panels. Four bar linkages allow for movement between the roof trusses and supporting rails and transverse trusses, allowing for normal structural deflections, differential thermal expansion and construction tolerance variations.

The design of Lucas Oil's roof is fundamentally different from those of both Miller Park and Cowboys Stadium, points out Hutchings. "Miller Park we designed in a radial shape to match the shape of the baseball diamond," Hutchings notes. "Here, we wanted the view on axis with the downtown and Monument Circle. So the entire building is skewed on site and the [north end] window opens so the fans and the media and broadcast television have a great view of downtown Indianapolis, particularly for a Monday night [football] game or a big sporting event. This is the only one in the world that runs all the way down the centerline of the field and nets the two

Lucas Oil Stadium Facts

- Seating: 63,000 for football; 70,000-plus for other events such as basketball and concerts
- Cost: \$715.4 million-\$719.6 million (est.)
- Seven levels (vs. three in RCA Dome)
- 1.8 million square feet
- 183,000 square feet of exhibit space
- 137 luxury suites (vs. 104 in RCA Dome)
- Retractable roof opening: 176,400 square feet (more than four acres)
- Time to open and close roof: nine to 11 minutes
- Total roof weight: 14,000 tons-plus
- 130,000 cubic yards of cast-in-place concrete
- 16,000 tons of steel
- 700 pieces of structural precast concrete
- 1,440 pieces of architectural precast
- 9,100 pieces of exterior glass
- Operational large north window (six panels, 88 feet tall and 244 feet wide) providing view of downtown
- Public concourses minimum 30 feet wide, up to 80 feet wide
- 148 concessions stands (vs. 60 in RCA Dome)
- 14 escalators and 11 passenger elevators (vs. no escalators in RCA Dome and six elevators)
- Two slightly graded pedestrian ramps inside the building giving access to each level of the stadium (vs. none in RCA Dome)
- No bleacher seats (vs. all bleacher seating in RCA Dome upper deck)



Photo by Dan Star

Lucas Oil Stadium is the first to use a "SuperFrame Structural System" with a moving two-panel design. The roof tolerances were very tight, requiring USI Consultants to take extraordinary surveying measures.

sides of the roof toward the sidelines." In contrast, all other retractable roofs at football stadiums open end zone to end zone including Cowboys Stadium. Tolerances were extremely tight on the roof, necessitated by the multi-purpose concept of a stadium that will host both open-air football and indoor events such as basketball. As a result, the surveying team, USI Consultants of Indianapolis, had to bring its "A" game to this project. The team also relied heavily upon the accuracy and productivity of a Topcon GTS-233W total station to meet the tight tolerances.

Surveying Challenges

Tom Brown, project manager for USI Consultants, notes just how tightly the roof engineers, Houston-based Walter P. Moore, dictated the tolerances on the retractable roof structure: within an eighth of an inch, or about as close to "zero tolerance" as realistically possible. In mid-July 2008, looking back at the roof surveying process, Brown points out: "Especially on a day like today where it's cooler in the morning and hot in the afternoon, when they put the steel together, it can move as much as half an inch" due to heat expansion. USI Consultants has provided surveying and engineering services for a significant number of road and bridge

projects since its founding in 1976. Lucas Oil Stadium, particularly the retractable roof, presented some different challenges. When surveying the retractable roof, Jason Deiwert, crew chief, carried a reflector up a stairwell that goes to the seventh and top level in the southwest end of the stadium and Michael Baden, instrument operator, carried a Topcon GTS-233W total station. Then, having gone to opposite sides of the transverse trusses via catwalks, the crew put in a control line across each transverse truss to check the alignment of the panels at each truss. Brown reports that, because the roof operates with multiple mowers and they all have to be running at the same speed, USI Consultants put a line across each truss so that the panels could be monitored during movement. The surveyors also aligned the railing system. "Not even close," Deiwert says with a laugh when asked if he had ever gone through so much to get into position. Like Deiwert, Baden says he has never worked at a similar elevation to the 270-foot height of Lucas Oil's roof. Using a control traverse that was set around the base of the structure, the crew set the alignment on the ground. After the alignment was checked on the ground, the crew transferred it up at both ends with the use of the GTS-233W. After alignment was established



Photo by USI Consultants

Control points were set in front of the base of the steel SuperFrames on the north end of the stadium and corresponding control points were set at the other end of the stadium, as well as just south of the 50-yard line in the middle of the playing field.

at a given level, the crew moved its instruments up to the top and verified the alignment from top above. Brown points out that the wireless GTS-233W has some user-friendly features that greatly improved productivity on this project. "It's easy to level, and fast to set up with the Laser Plumbers," he says. "Its Bluetooth feature allows for a cable-free environment to work in. The Bluetooth range is about 25 feet, allowing you to move about the instrument or even back to your truck without losing the connection. "If you have to go back to the truck to read your plans, you can take your controller with you to add in additional computations." There are also no cables to lose or get broken. The instrument itself has a simple keyboard without a lot of menus—this means fewer keystrokes." Inside the stadium, Smith points out the base of the SuperFrame columns, noting that four 25-foot-deep footings supporting the structures in four corners of the stadium used 390 cubic

[Link to American Surveyor article](#)

Mine surveying

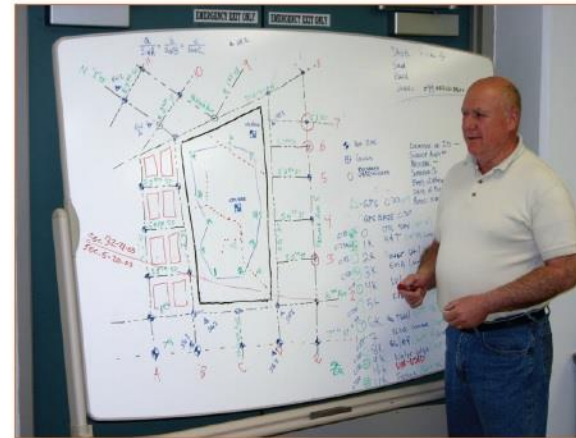
Alaska gold-mining operation uses robotic surveying total station to safely track material extractions over vast distances



[Link to Point of Beginning article](#)

Surveying education

Washington technical college students use the latest technology for as-built survey of local park



Instructor Rich Lang explains the GNSS control points and base station at Wright Park.

MORE Than a
SIMULATION

>> By Don Talend

Deployed with permission • The American Surveyor • November • Copyright 2008 Cheves Media • www.american.com

[Link to American Surveyor article](#)

Surveying profession

University department chair promotes the value
the surveying profession provides society



Seeking Respect

Surveying's Societal Value

Left to right: Olivert Garcia, Tim Freund and Jeffress watch Topcon's Oscar Cantu use a Tesa RTK handheld controller and PG-A1 antenna to locate an existing monument during a Texas A&M University-Corpus Christi surveying practicum in south-central Texas.

Student Clint Ward of Portland, TX, and his 17-year-old daughter Betri—who was 15 when she entered the university's GIS program—use a Topcon 226-channel HP400 GN receiver and Tesa ruggedized tablet to locate monuments at a parcel adjacent to the Freund property.

Prof. Gary Jeffress, Ph.D., chair of the GIS Department at Texas A&M University-Corpus Christi, is an unapologetic advocate of the land surveying profession because of the value it provides society.

Some lament the fact that many young people are pursuing career paths outside the realm of math and science these days. Prof. Gary Jeffress, Ph.D., chair of Texas A&M University-Corpus Christi's GIS Department and director of its Conrad Blucher Institute for Surveying and Science, has a slightly different lament about two career paths inside that realm: land surveying and geographic information systems (GIS). He has seen how passionate students become when they learn about that kind of work—but the rewards of those careers remain a well-kept secret as far as the general public is concerned.

Jeffress, himself a Registered Professional Land Surveyor (RPLS) in Texas, is an unapologetic advocate for the land surveying profession. Jeffress was educated as a surveyor in Sydney, Australia and made his way into academia while working as a researcher in the School of Surveying at the University of New South Wales.

After completing his Ph.D. in Surveying Engineering at the University of Maker, Jeffress took a position at the Conrad Blucher Institute for Surveying and Science to lead a committee of faculty, surveyors and GIS professionals to design a four-year degree program with a focus on professional surveying and GIS. The degree took advantage of the increasing interest

>> By Don Talend

[Link to American Surveyor article](#)

Collegiate STEM program project application

Students apply knowledge with positioning technologies



REDBLADE

RedBlade

Building a Better Robot

Miami of Ohio engineering students build a lawn mowing, snow plowing robot and navigate it with GNSS in national competitions

DON TALEND

Anyone who has gone to college is probably familiar with the idea of a capstone course. A final hurdle to clear in receiving a degree, students take such a course to demonstrate their practical knowledge by pulling together all of the main concepts taught throughout the program of study.

There are capstone courses — and then there is the two-semester Computer Science/Software Engineering BCE 448/449 Senior Design Project in Ohio's Miami University School of Engineering & Applied Science. Students taking this course can tinker with "RedBlade," a differential GPS-guided robotic lawnmower/snowplow that has undergone several

The stationary base and receiver GNSS antenna mounted on the RedBlade work together to provide real-time kinematic (RTK) position information, revealing the machine's three-dimensional location. Here team members set up the system for a trial run at Miami University. (Left to right) Harris on Bourne, Mark Carroll, Chad Sebota, and Robert Calka. Photo by Don Talend

improvements and gained national notoriety for its robust operational capabilities since its first incarnation in 2004.

Currently, RedBlade is in its fifth generation, having been completely rebuilt during the 2011-12 academic year. In 2012, Team RedBlade won second place in both the ninth annual Institute of Navigation (ION) Robotic Lawn Mower Competition in Dayton, Ohio and the ION Autonomous Snow Plow Competition held in January in Minneapolis. Team RedBlade was also the winner of the university's 2011-2012 Interdisciplinary Technology Development Challenge. These are the latest milestones in a continuous improvement evolution over the past nine years.

Yu (Dado) Mierston, a Miami University professor of electrical and computer engineering, led a team of undergraduate students and faculty that developed the first generation of the machine. In 2004, ION started the autonomous lawnmower competition targeting university students and seeking participants. Miami's RedBlade was one of three participants in the first competition that year in which teams design and operate an unmanned lawnmower to rapidly and accurately mow a field of grass.

54 InsideGNSS MARCH/APRIL 2013 www.insidegnss.com

[Link to Inside GNSS article](#)

UFO research (seriously)

Scientists use imaging station to study and document reported landing sites for National Geographic program



The Terrestrial Goes
Extraterrestrial
» By Don Talend

National Geographic Channel UFO investigators get both scanning and surveying capabilities in one imaging station.

A few decades—centuries, even—the question of whether or not life forms from other galaxies occasionally visit Earth remains unanswered. But the latest attempt to unravel this age-old mystery, the National Geographic Channel awarded a team of trained investigators to visit several sites where unidentified flying objects allegedly have been sighted. The research and the investigation is in *Channel UFO* series in summer 2012.

Whether or not the future investigators proved that some UFOs are actually spacecraft transporting alien life forms is up to viewers to decide. As in the case with all programming on the network, viewers learn something about the planet in the process of being entertained. Among its ever-discovered, the team learned something new about terrestrial processing technology, too, having been equipped with an instrument that combines

Deployed with permission • The American Surveyor • Vol. 8 No. 8 • Copyright 2012 Channel Media • www.american.com

[Link to American Surveyor article](#)

More Work Samples

[Slideshare.net/DonTalend1](https://www.slideshare.net/DonTalend1)

[Linkedin.com/in/dontalend](https://www.linkedin.com/in/dontalend)