



SEEICE

NASA's Space Apps Challenge | 2017 | EXETER

Icy Polar Opposites | Planetary Blues



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THE TEAM

Planetary Blues Brothers

SEA ICE & CLIMATE CHANGE

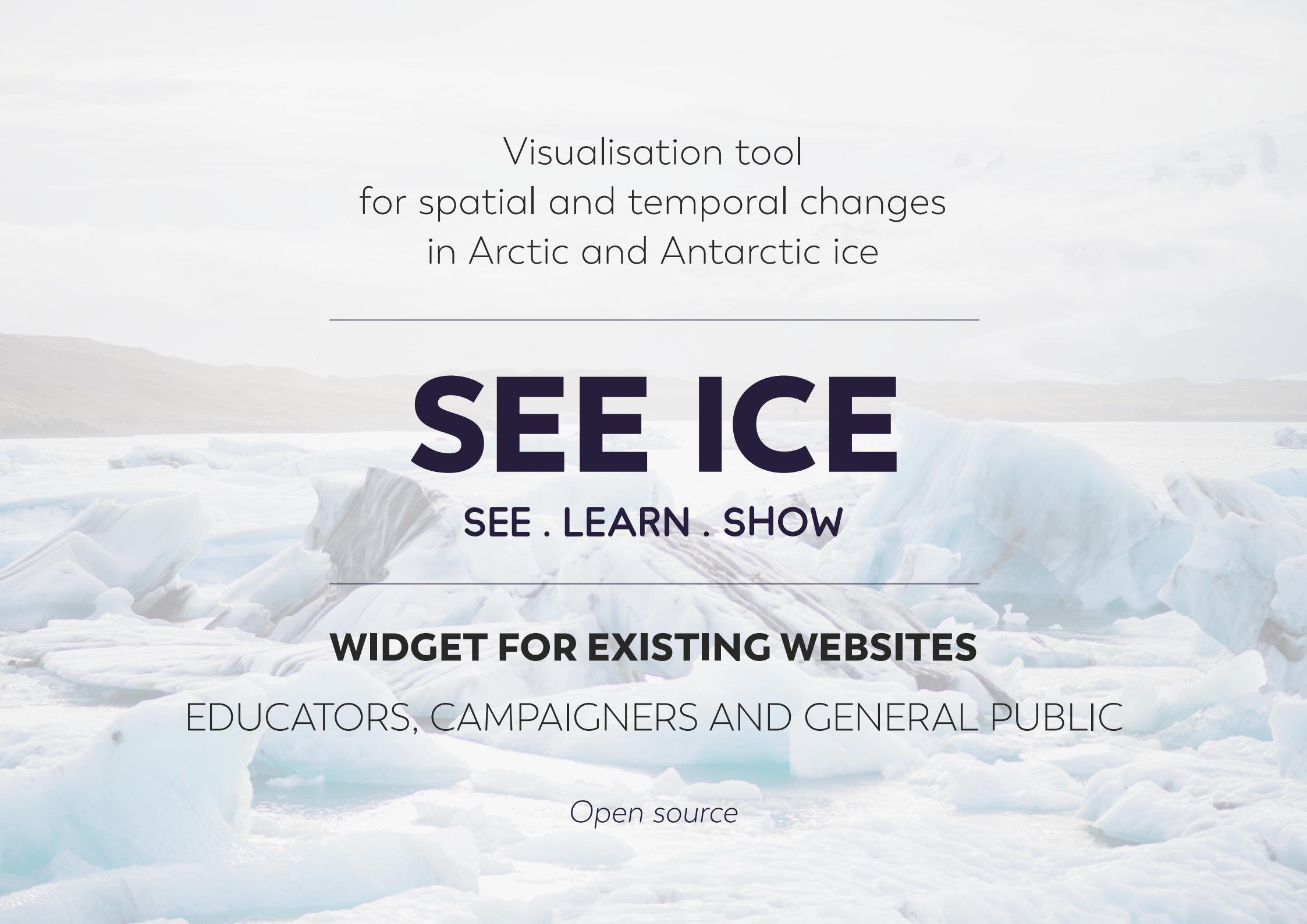
WHY DO WE CARE?

- habitat
- climate regulator

WHY DO WE STRUGGLE TO ENGAGE?

- Very few people have first-hand experience
- Data is tedious and unsexy (and we have loads of data!)

? Can we **tell the powerful story visually?**



Visualisation tool
for spatial and temporal changes
in Arctic and Antarctic ice

SEE ICE

SEE . LEARN . SHOW

WIDGET FOR EXISTING WEBSITES

EDUCATORS, CAMPAIGNERS AND GENERAL PUBLIC

Open source

ANTARCTICA

SEE ICE

ARCTIC

NORTH POLE: ARCTIC

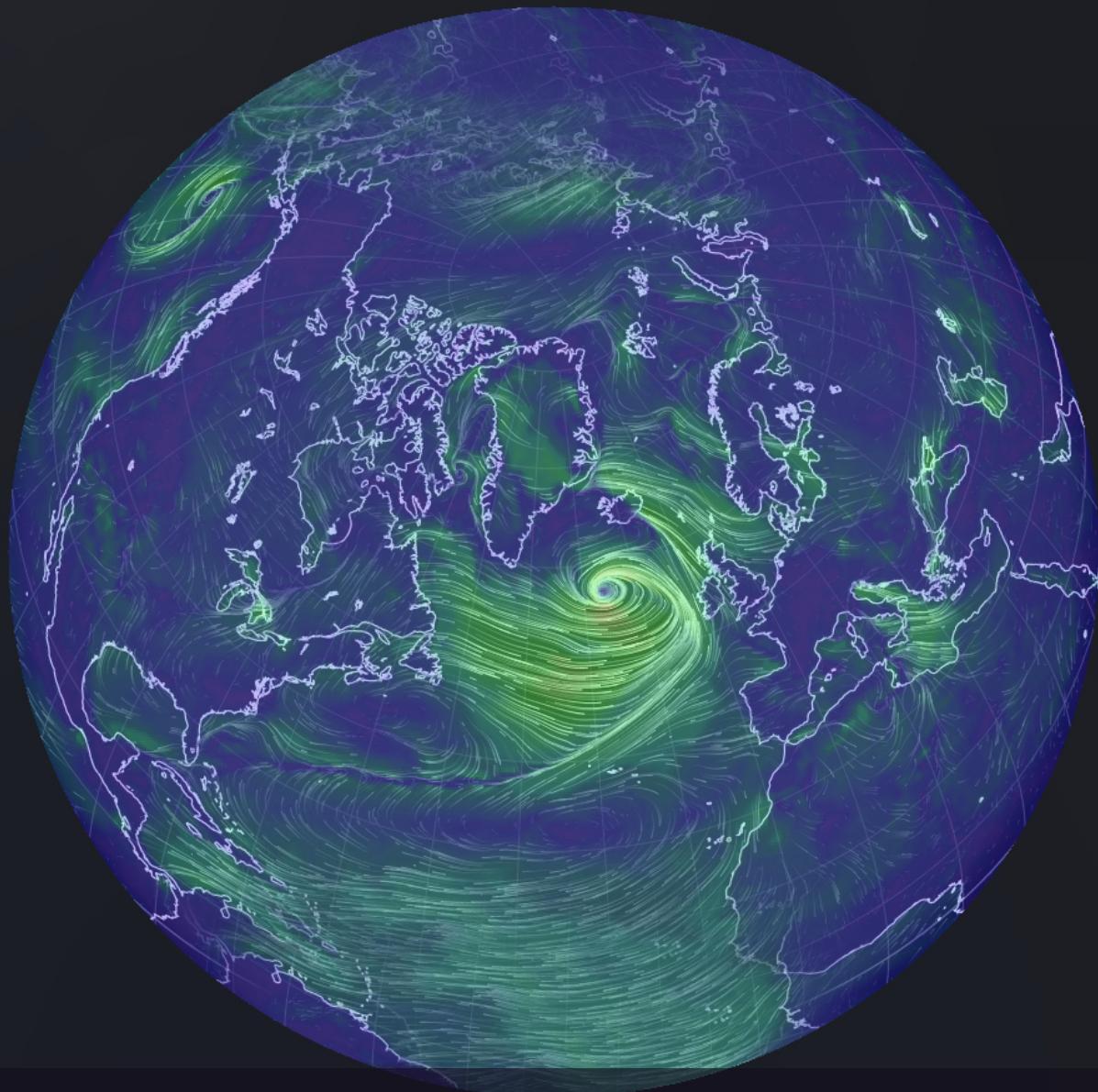
The Arctic consists of the Arctic Ocean, adjacent seas, and parts of Alaska (United States), Canada, Finland, Greenland (Denmark), Iceland, Norway, Russia and Sweden.

12m
Maximum ice thickness
measured in a year 1974

1.07 million km²
of ice loss
every decade

March 2017

lowest extent ever for this month since
the start of satellite observation



WILDLIFE



ICE TYPES



EXPEDITIONS
Current and past



RESEARCH



ICEBREAKERS
IN THE AREA

POTENTIAL DEVELOPMENT

DATA VISUALISATION

- **Changing ice levels in time**
- **Minimum/maximum** ice levels
(when? why?)
- **Projections** for the **future**
- **Shipping routes**
(changes during the year)

+ REAL TIME ENGAGEMENT

- **Research stations** (profiles)
- **Expeditions on move, ships in the area right now** (expeditions, collecting data?)
- What **research** is going on at the moment and why?

+ LEARN MORE

- **Types of ice**
- **Wildlife in the area**
- **People & culture**
- **Types of boats operating on ice waters**

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