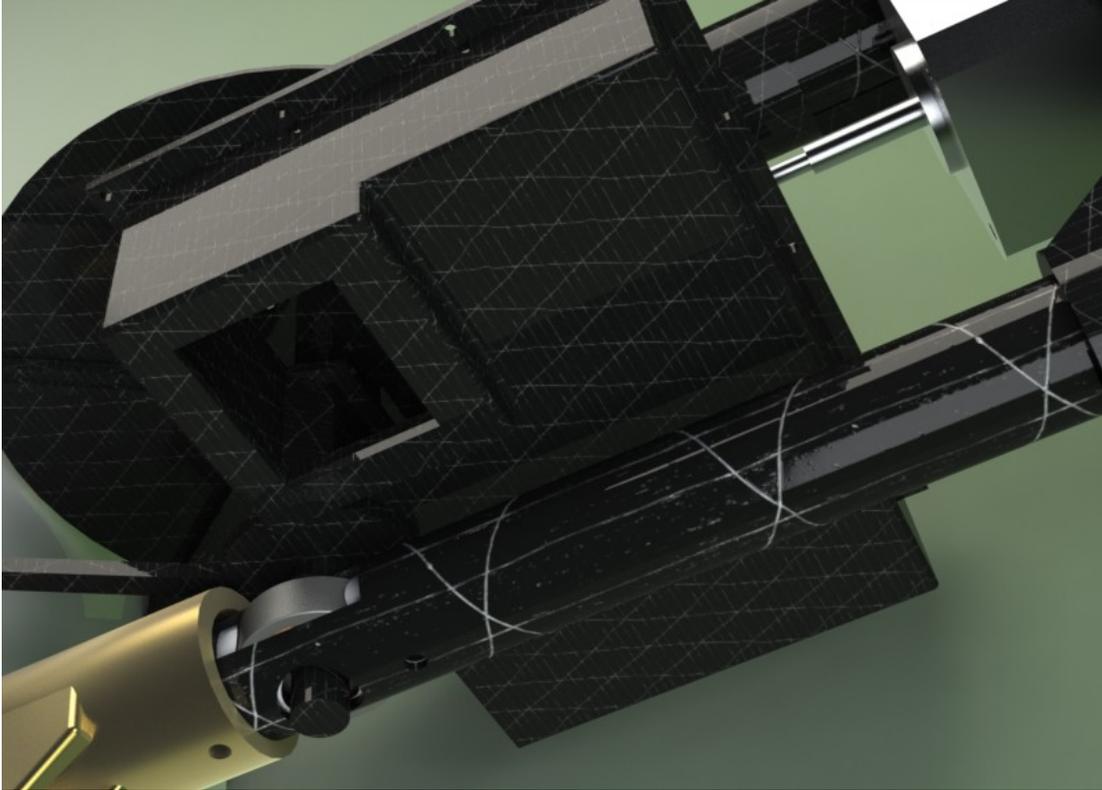


Team PlanB, Imaging subsystem, Media Plan



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Acknowledgments

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Restriction and Safety Issues:

No recording restrictions are expected, since special interest facilities are not being used for this series of tests, and demonstrations. Any requests by property, or company owners will be respected. Limited capacity involves physical available space, along with facility capacity for equipment. Safety issues involve specific forms of interferences.

The Media:

The following is a complete list of appropriate media available for contact for all 3 of the Subsystem Demonstrations:

Vancouver News Media (Radio and Newspaper)

24 Hours Vancouver
CBC Radio
CKWX AM 1130
Metro Vancouver
Vancouver Courier
Vancouver Observer
Vancouver Province
Vancouver Sun

Student Media

The Peak
90.1FM CJSF

Vancouver Entertainment Media (TV News)

CBC British Columbia
City TV Vancouver
CTV British Columbia (CIVT TV)
Global TV BC

Vancouver Society Media (Newspaper)

Tyee

Other Media

Select Ontario News Media
Select Ukrainian News Media (Donetsk, Dnepropetrovsk, National)
Select USA Media

The Imaging Subsystem will be tested publicly in Vancouver BC, and will involve public, and student media formats, selected from the above list. Daily and weekly newspapers, TV news, radio, and television is expected to be involved. Media formats with Canada wide affiliation will be especially sought after. The ideal media will be selected from the above list, from newspaper, radio, or TV formats, based on the story, sound, or live action taking place during the test. At the end of each test, team Plan B will maintain a relationship with the most interested media for ongoing stories.

The Audience:

The targeted audience will include radio listeners across Canada, and Vancouver, television news viewers, newspaper readers, as well as students of local universities.

Press Release Information:

Canadian Lunar X Prize Team Plan B demonstrates imagining system, which consists of HD Video, and Imaging camera used as an important component of navigation, as well as scientific space observations. Tests and demonstrations range from partial model setups, to live feeds using orbiting satellites.

Demonstrations and Tests:

Media demonstrations for the Imagine Subsystem starts off sharing 2 tests with the Landing and Mobility Subsystems. Each of the subsystems is specifically tested during these shared setups.

Imaging Subsystem Test 1 (25 Kilometer Communication Range)

A rehearsal of the imaging communication range will be tested at 25 kilometer. For this test, the Nano-satellite (a test mission satellite) will be set up on the Burnaby campus of Simon Fraser University. The campus is isolated on a mountain, with an elevation of 370 meters, and located 20 kilometers from the downtown Vancouver core. A ground station is simultaneously set up in Stanley Park (25 kilometers away from SFU), close to the downtown core.

This allows for at least two locations to be covered by media groups. The Simon Fraser University location will involve student media, with students being encouraged to attend. The test will be promoted to The Peak newspaper (a student newspaper of the university), as well as advertised on the 90.1FM CJSF community radio station, inviting attendees of the general public from the campus and surrounding area. Also this will be a good location to film for TV.

The Stanley Park, and mission control locations will be introduced to the local Vancouver news papers and radio. These are also welcome to attend the SFU location as well.

At Simon Fraser University, the Nano-satellite will be suspended on a wire, to allow horizontal projection rotation. To the left and right of the suspended Nano-satellite will be the pictures of the Moon, and the Earth, respectively. This will mimic what the Satellite sees in space, as observation are transferred to the Earth.

The Nano-satellite will be turned to the direction of SFU, and connect with the ground station. From

mission control, and the ground station, the Nano-satellite will be instructed to take pictures and video. All videos, pictures, and data will be transferred to the mission control server, and available to view from the mission control server. In this rehearsal, the commands will be sent to orient the antenna from SFU to Stanley Park (Nano-satellite ground location). This orientation will test the mobility of the ground station (the ground station is the stripped version of rover, and all ground stations will use the same basic setups, hence the rover mobility controls can also be tested).

There will be a line of communication between the mission control and the media at both locations, via mobile phone.

Imaging Subsystem Test 2 (100 Kilometer Communication Range):

This will be an image communication and control test, same as before, only at a range of 100 kilometers, with the same principles tested at the 25 kilometer tests. The media involvement in this test will depend on the response from the first, and might involve media from another city, or possibility from the United States of America.

Imaging Subsystem Test 3 (Nano-satellite Imaging RF Link from a Vacuum)

A Vacuum Chamber test will demonstrate the Nano-satellite imaging capabilities in space, via simulation and an orbiting satellite. The Nano-satellite test satellite will be placed in a Vacuum Chamber, to make sure that all systems are working, that the RF channel is transmitting, and that pictures and videos are being taken, as the rover (the ground station) is pointing to a real satellite flying over. This links mission control, via the rover, via the satellite, to the Nano-satellite inside a Vacuum Chamber, on the Earth. Ideal video recording conditions will be with good sky visibility, after sunset, with the satellite passing by overhead in orbit. This is hard to catch properly in Vancouver sky. The ideal media for this test demonstration would be video and print media. This test will be conducted on the same date and location as “Landing Subsystem Test 3 (Rover on the Moon Simulation).”

Imaging Subsystem Test 4 (Thermal Test)

A test of the thermal subsystem of the Nano-satellite, the same as test “Imaging Subsystem Test 1 (25 Kilometer Communication Range)”, but this time the Nano-satellite will be suspended on wire and placed between heat elements: +80C, and containers with dry ice -75C. The same behavior is expected as in the first test, only now the Nano-satellite will rotate to expose its sides, sequentially, to heat, and to cold. Any interested media will be invited for this test as well, since contact information will be exchanged in the first test. This test is the same as “Mobility Subsystem Test 3 (Thermal Test)”, but focuses on the imaging aspect.

Imaging Subsystem Test 5 (Orbit to Ground)

After launch, an orbit to ground test will be conducted as the Nano-satellite orbits over ground stations, and the ground station (in this case the rover), points to the Nano-satellite in the sky. In this session, live pictures are taken, and video downloaded. Filming can cover 2 ground station locations which will receive the signal at different times. Currently these two are planned to be for Vancouver, Canada, and Donetsk, Ukraine. This is anticipated at the most exciting demonstration before the main mission launch, with all media forms earlier mentioned being invited to document the event.