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INTERIM TECHNICAL REPORT TR 81-328.29

THE DESIGN OF A MULTI-MEDIA MAP-STORE/SURROGATE TRAVEL INFORMATION SYSTEM

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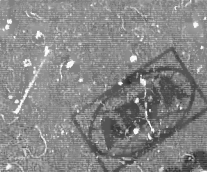
Robert N. Smith
James E. Buede
John F. Peterson

May 1981

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INTERIM TECHNICAL REPORT TR 81-2-328.23

THE DESIGN OF A MULTI-MEDIA MAP-STORE/SURROGATE TRAVEL INFORMATION SYSTEM

by

Robert N. Kraft, Dennis M. Buede, and John F. Patterson

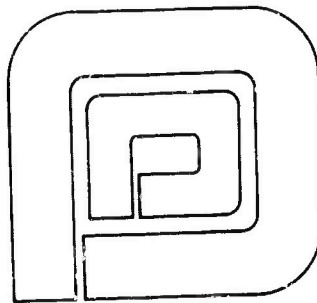
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May 1981

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DECISIONS and DESIGNS, INC.

Suite 600, 8400 Westpark Drive
P. O. Box 907
McLean, Virginia 22101
(703) 821-2628



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Such a system must be capable of storing, indexing, and retrieving a wide range of visual and linguistic data, such as maps; aerial, attache, and underwater photography; sequences of shots for surrogate travel; plans and blueprints of key installations; instructional manuals; movies; critical auditory information; panoramas; piloting charts of coasts and harbors; and specialized chart maps indicating the distribution of population, industry, wealth, and vegetation, among others.

Design of the map-store/surrogate travel system and selection of the sites was accomplished through a sequence of three one-day working sessions. The first two sessions were devoted to developing a full range of feasible software and hardware options for the system; developing a set of criteria to determine the sources and kinds of data to be included in the system; and enhancing the man-machine interaction and demonstrability of the system. The third session discussed potential sites and later established a set of preferred sites and options, given fiscal constraints. The methodology used during these working sessions is described in detail in the text along with the design of the map-store/surrogate travel information system and the results of the site selection process.

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THE DESIGN OF A MULTIMEDIA MAP-STORE/ SURROGATE TRAVEL INFORMATION SYSTEM

1.0 INTRODUCTION

This document describes the effort to design the software and hardware capabilities of a videodisc mapping and surrogate travel system and to select the various sites to be incorporated into this system. Experts from the Cybernetics Technology Division of the Defense Advanced Research Agency (DARPA) and from Interactive Television Company (ITC) worked with decision analysts from Decisions and Designs, Incorporated (DDI) to extend and elaborate the electronic surrogate travel concept previously developed and demonstrated by DARPA. The general problem was to develop a simple yet innovative conceptual design for a compelling, pedagogically effective map-store/surrogate travel information system. Such a system must be capable of storing, indexing, and retrieving a wide range of visual and linguistic data, such as maps (topographic, road, atlas, etc.); aerial photography; attache photography; sequences of shots for surrogate travel; plans and blueprints of key installations; instructional manuals; movies; critical auditory information; panoramas; piloting charts of coasts and harbors; specialized chart maps indicating the distribution of population, industry, wealth, and vegetation; underwater photography; and so on.

Design of the map-store/surrogate travel system and selection of the sites was accomplished through a sequence of three separate one-day working sessions. The first two sessions were devoted to the following issues: 1) developing, describing, and codifying the full range of feasible software and hardware

options for the system; 2) developing a set of criteria for deciding upon the sources and kinds of data to include; and 3) enhancing the man-machine interaction and demonstrability of the system. The third working session was devoted to: 1) describing the potential sites and the corresponding levels of effort at each site; and 2) detailing a set of preferred sites and options, given fiscal constraints. A fourth working session to integrate the various software and hardware options with the set of preferred sites was not held.

The remainder of this document describes, in more detail, the methodology used to address the critical issues and the results of the various working sessions. Section 2.0 presents a general description of the methodology, and Section 3.0 presents the design of the map-store/surrogate travel information system and the results of the site selection process.

2.0 THE DESIGN METHODOLOGY

2.1 Model Structure and Use

The resource allocation method that DDI employed for this work is called "Design." A Design model consists of variables, each of which competes with others for limited resources. Each competing variable is itself defined in terms of "levels" that describe increasingly costly options for it. And, each level is described quantitatively in terms of resource requirements (costs) and benefits relative to other levels. A fully defined collection of Design variables that compete for the same resource is called a Design "model." Any given resource allocation decision--that is, any choice of one level for each variable in the model--is called a "package" or "allocation."

In terms of these definitions, the Design methodology and software perform several functions during DDI's working sessions with its clients:

1. to organize, display, and update the working group's judgments about the relative costs and benefits of each level of each variable in the model;
2. to display the relative overall cost and benefit of any one package compared to other packages;
3. to compute and display an approximation to the "efficient-frontier" of packages for the model, (i.e., those key packages among all possible packages that provide maximum benefit for the amount of resource they use); these packages are the key

options for the group to consider, but they are difficult to find without the computer's assistance;

4. to display the variables and levels that comprise the best packages for any given level of overall resource expenditure;
5. to compare different packages proposed by the decision makers with more efficient packages that either cost less and provide the same overall benefit or provide more benefit for the same cost;
6. to perform sensitivity analyses showing the decision makers how the overall results would change as a result of modifying the benefits and costs assigned to the levels on the variables in the Design model.

Design is not an approach that DDI uses to study and recommend decisions; rather, it is oriented towards the collection and use of the high-level professional judgments of the client. This technical approach brings forth the decision makers' expertise and priorities, thereby influencing their decision in an effective and efficient manner. It captures the essence of the working group's collective judgment about resource allocation opportunities, helping it find the most attractive ones.

2.2 Procedural Steps

The implementation of DDI's resource allocation approach using the Design software requires the seven steps described below.

1. Identify variables to which resources can be allocated - Variables over which resources must be distributed are identified. An attempt is made to characterize the problem by using variables that can be independently manipulated. That is, differing levels of resources can be allocated independently to each of the variables.
2. Identify levels of the variables that vary from "austere" to "gold plated" - The "austere" level involves a minimal resource allocation with minimal benefit. The "gold plated" level involves maximal resource allocation and, it would be hoped, maximal benefit. The levels of the variables from austere to gold involve increasing commitments of resources, which usually result in an increased level of benefit to the organization.
3. Assess costs - In the Design software, there is one type of limited resource to be allocated to the variables; this resource is called "cost." A cost is assigned to each level of each variable such that the first level is the least expensive level, successive levels are increasingly more expensive, and the last level is the most expensive level on that variable.
4. Assess benefits (intra-variable) - The levels of each variable are assigned scores to reflect their relative benefit. Since incremental benefits are being considered, the minimum level is assigned a score of 0 and the highest level is assigned a score of 100. Intermediate levels are assigned values by comparing their improvement over the minimum level

relative to the total improvement from the minimum to the highest level.

5. Assess importance weights (inter-variable benefits) - The variables are given importance weights by having the decision maker(s) assess the relative improvement or benefit of going from austere to gold on each of the variables. This step rescales the 100-point benefit ranges associated with each variable onto a common benefit scale by direct comparison of the benefits associated with these 100-point ranges. For example, one variable may be assessed to have 200 points associated with its austere-to-gold range, while another variable has 100 points associated with its austere-to-gold range. This indicates that the increase in benefit from austere to gold for the former variable is twice as great as the improvement for the latter. The calculated relative benefit value for any level of a variable is proportional to the weight of the variable multiplied by the score on that level.
6. Identify the most cost-beneficial allocations of resources - The set of most cost-beneficial (or cost-efficient) allocations of resources is identified by using the costs and benefits already assessed. These allocations (or efficient packages) form a set that has the property that any allocation not in the set is inferior either in a cost or a benefit sense (or both) to at least one allocation in the set.
7. Exercise the model Proposed allocations are compared to the set of optimal allocations. Sensitivity of allocations to model inputs are examined until

the experts involved are satisfied with the model inputs and the resultant model allocations.

When there are too many variables to be considered in one model, the Design software can be used to reduce the effective number of variables that the group must consider simultaneously. This reduction is accomplished by creating, through a four-step process, a hierarchical Design model composed of independent submodels: (1) the variables are divided into submodels; (2) each submodel is developed and analyzed separately to determine its set of efficient packages; (3) a new variable is created to represent each submodel, with a representative few of the submodel's efficient packages chosen to be levels for the new variable; and (4) the new variables representing the submodels are analyzed together to determine a composite set of efficient packages for the whole model. This four-step process has the advantage in practice of bringing the size of the allocation problem down to a manageable level.

3.0 DESIGN OF THE MAP-STORE/ SURROGATE TRAVEL INFORMATION SYSTEM

3.1 General Overview: Benefit Assessment

In the course of three working sessions, four separate design models were built which described the architecture of the map-store/surrogate travel information system and its implementation. In all four models, the relative benefit of the various design variables were evaluated with respect to two general criteria: (1) value to the user; and (2) demonstrability. In the working sessions, these two benefit criteria were referred to as "user" and "sizzle," respectively. In general, the user benefit of a particular design option refers to the utility of that option for the person in the field, either for training purposes or for operational purposes. Sizzle generally refers to those features of the system which would generate a successful and compelling demonstration by presenting vivid, realistic layouts or by providing information normally not accessible in the field or through dramatic changes in the visual display

Some design variables yielded a high correlation between user and sizzle benefits whereas others, such as "microfiche access," yielded a large negative correlation. Thus, it was necessary to consider both benefit criteria in evaluating the various design models. Further, because there was no rationale for considering one benefit criterion to be significantly more important than the other, the design models were primarily evaluated with equal weightings on user and sizzle benefits.

3.2 Software and Hardware Capability

To design the software and hardware for the information system, three separate design models were built--two software models and one hardware model. The first software model described the variables and the corresponding levels of effort involved in modeling Surrogate Travel. The structure of the Surrogate Travel model is presented in Figure 3-1. Descriptions of the variables, rationale for the benefit values and costs assigned to these variables, and a summary table of these benefits and costs are given in Appendix A. (Note that the benefits and costs are normalized to sum to 1,000.) In general, this model described the eleven variables associated with Surrogate Travel, each of which, when fully or partially instantiated, would significantly alter the present, basic capability and would markedly impact the nature of the software.

The second software design model described the eight variables specifically involved in data manipulation. This model is presented in Figure 3-2. The Data model was primarily concerned with assessing different types of data--microfiche, sound, surrogate travel, maps--and elaborations of the visual display--overlays, digital information, and special effects. Descriptions of the eight Data variables, rationale for the benefits and costs associated with these variables, and the normalized benefits and costs are given in Appendix B.

The hardware model, Delivery System, is shown in Figure 3-3. The twelve variables involved in this structure are relatively self-explanatory, however, additional descriptions and rationale are presented in Appendix C, along with the normalized benefits and costs.

VARIABLE	1	2	3	4
1 CURRENT CAPABILITY	NO IMPROVEMENT	TWIRLS	BACK AROUND COR	
2 TAKE ME THERE	NO CAPABILITY	EMBEDDED OPTION	SEVERAL USER OPTIO	
3 TRACE A PATH	NO CAPABILITY	SHOW ME ALL		
4 PUT ME THERE	NO CAPABILITY	SYMBOLIC	POINT AT	
5 ATTACHE MODE	MINIMAL(NO GRAPHICS)	GRPH IDX OF PIX LOC	GRPH DSP OF P FOV/LOC	TOUCH AND SEE
6 HELD FLIGHT	Y TRAVEL	X-Y TRAVEL	X-Y-Z TRAVEL	
7 WHAT'S HERE FDBACK	EXPLICIT LNKS(BOXES	2ND DSPLY GRAPHICS	INTGRT INTO 1ST L	
8 PARALLEL UNIVERSES	EXPLICIT LINK	ATTRIBUTE OF DATA BS		
9 WHERE AM I?	PGMATIC LINE DRAWI	GRPHIC LO-RES B+W	GRPHIC HI-RES B+W	+COLOR
10 RECORD/REPLAY	NONE	YES		
11 UNDERWATER	NONE	ORIENTA- TION AIDS		

MODEL STRUCTURE

Figure 3-1
SURROGATE TRAVEL

VARIABLE	1	2	3	4
1 MAPPING	BACK TO STRT/FLYAB	MAP TO MAP	GLOBAL FLYABOUT	
2 MAP TO DATA	NONE	GEOGRAPHIC REFERENCE	CONTEXT REFERENCE	
3 SPECIAL EFFECTS	NONE	INSERTS/FA DING		
4 OVERLAYS	NONE	SIMPLE ALPHANUMER	LIMITED GRAPHICS	ELABORATE GRAPHICS
5 SDMS ACCESS TO ST	NO	WINDOW		
6 UPDATING DIGITAL INFO	OFF-LINE	INTERACTIV E ON-LINE		
7 MICROFICHE ACCESS	NONE	INDEF OF VISUAL DAT	INTGRD INTO VS DA	
8 SOUND ACCESS	WITH MOVIES	SOUND ANNOTATED		

MODEL STRUCTURE

Figure 3-2
DATA

VARIABLE	1	2	3	4	5
1 NUMBER OF MONITORS	TWO, LO-RES COLOR+BW	TWO, HI-RES COLOR+BW			
2 HARD COPY	NONE	+TEXT	+DIGITAL GRAPHICS	B+W VIDEO	
3 TELECONFERENCING	NONE	+LINKING	+POINTING	+ANNOTATIO N	
4 PACKAGING	NONE	WHEELED METAL BOX	WHEELED METAL CONS	FURNITURE	
5 NO. OF VD PLYRS/SYS	ONE	TWO	THREE	SIX	
6 MASS STORE + COMPUTR	2 MBYTES FLOPPY	4 MBYTES FLOPPY	11 MBYTES HARD		
7 MICROFICHE SYSTEM	NONE	LOW CAPACITY	LO CAP/HARD C	HI CAP/HARD C	
8 POWER CONVERTERS	NONE	1 CONVERTER	2 CONVERTERS	1 INVERTER	
9 TEMPEST	NO	AVAILABLE SYSTEMS			
10 GRAPHIC OVERLAYS	NO	CAP. FOR COLOR MONT			
11 INTERACTIVE MEANS	JOYSTK + 4 BUTTONS	JOYSTK + 6 BUTTONS	OPTION 2 + LIGHT PEN	JOYSTK + SPL FN KYB	OPTION 1 + TOUCHSCRN
12 REMOTE SYSTEM ACCESS	NONE	AS TERMINAL			

MODEL STRUCTURE

Figure 3-3
DELIVERY SYSTEM

After equal wieghts were assigned to user and sizzle benefits, a set of efficient packages was obtained for each of the three models. The three plots are shown in Figures 3-4 through 3-6. Descriptions of these efficient packages are presented in Tables 3-1 through 3-3.

3.3 Site Selection

Prior to designing the model for site selection, it was determined that a total of six different sites would be filmed and recorded in the map-store/surrogate travel information system. It was the responsibility of the participants in the site selection working session, then, to choose the specific sites and the level of effort at each site. The complete design model constructed in this working session is shown in Figure 3-7.

As with the software/hardware models, the sites were evaluated with respect to two benefit criteria--user and sizzle. User benefit generally took into account generality of interest, the potential for establishing operational requirements, national security value, and level of user. Sizzle benefit generally reflected how exotic or unfamiliar the sites were and the potential for demonstrating the full range of surrogate travel/data capabilities.

Judgments concerning relative costs took into account four general characteristics of the sites: (1) overseas versus CONUS; (2) buildings versus streets; (3) the extent of surrogate travel; and (4) the extent of existing photography (attache). After relative cost assessments were made for all twelve site variables, a real-dollar cost was assigned to a single site variable, and the relative cost assessments were then used to assign real-dollar costs to the other eleven

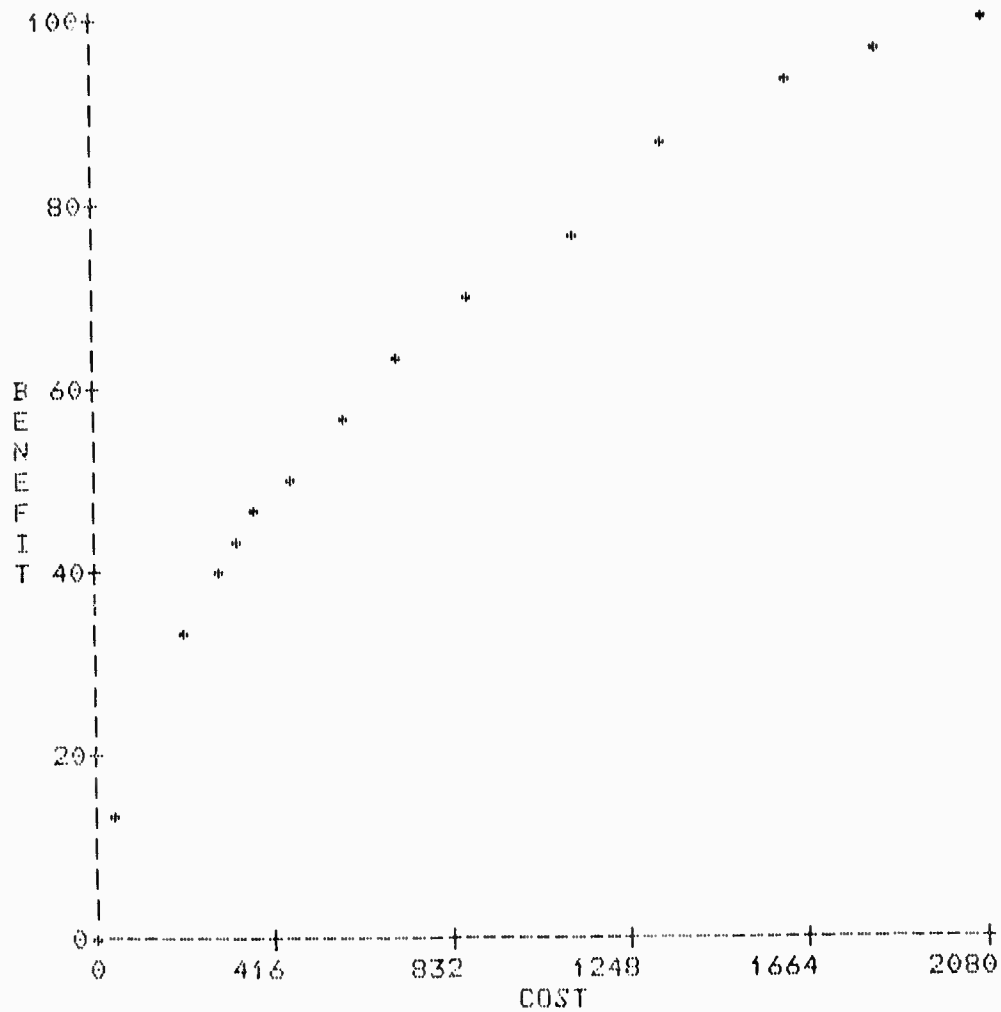


Figure 3-4
 PLOT OF EFFICIENT PACKAGES IN
 THE SURROGATE TRAVEL MODEL

ALL VARIABLES SET AT LEVEL 1		CHANGE 1: CURRENT CAPABILITY	
BENEFIT	COST	FROM 1: NO IMPROVEMENTS	
0	0	TO 2: TWIRLS	
		BENEFIT	COST
		14	3
CHANGE 6: HELD FLIGHT		CHANGE 1: CURRENT CAPABILITY	
FROM 1: Y TRAVEL		FROM 2: TWIRLS	
TO 2: X-Y TRAVEL		TO 3: BACK AROUND CORNERS	
BENEFIT	COST	BENEFIT	COST
131	40	138	43
CHANGE 9: WHERE AM I?		CHANGE 6: HELD FLIGHT	
FROM 1: PGMATIC LINE DRAWING		FROM 2: X-Y TRAVEL	
TO 3: GRPHIC HI-RES R+W		TO 3: X-Y-Z TRAVEL	
BENEFIT	COST	BENEFIT	COST
324	203	402	290
CHANGE 9: WHERE AM I?		CHANGE 5: ATTACHE MODE	
FROM 3: GRPHIC HI-RES R+W		FROM 1: MINIMAL(NO GRAPHICS)	
TO 4: +COLOR		TO 2: GRPH IDX OF PIX LOC	
BENEFIT	COST	BENEFIT	COST
434	330	468	380
CHANGE 7: WHAT'S HERE FDBACK		CHANGE 8: PARALLEL UNIVERSES	
FROM 1: EXPLICIT LNKS(BOXES)		FROM 1: EXPLICIT LINK	
TO 2: 2ND DSPLY GRAPHICS		TO 2: ATTRIBUTE OF DATA BS	
BENEFIT	COST	BENEFIT	COST
503	441	580	591
CHANGE 7: WHAT'S HERE FDBACK		CHANGE 11: UNDERWATER	
FROM 2: 2ND DSPLY GRAPHICS		FROM 1: NONE	
TO 3: INTGRT INTO 1ST DISF		TO 2: ORIENTA- TION AIDS	
BENEFIT	COST	BENEFIT	COST
632	705	689	855
CHANGE 4: PUT ME THERE		CHANGE 3: TRACE A PATH	
FROM 1: NO CAPABILITY		FROM 1: NO CAPABILITY	
TO 3: POINT AT		TO 2: SHOW ME ALL	
BENEFIT	COST	BENEFIT	COST
781	1105	864	1330
CHANGE 2: TAKE ME THERE		CHANGE 5: ATTACHE MODE	
FROM 1: NO CAPABILITY		FROM 2: GRPH IDX OF PIX LOC	
TO 3: SEVERAL USER OPTIONS		TO 4: TOUCH AND SEE	
BENEFIT	COST	BENEFIT	COST
946	1630	979	1830
CHANGE 10: RECORD/REPLAY			
FROM 1: NONE			
TO 2: YES			
BENEFIT	COST		
1000	2080		

Table 3-1
 DESCRIPTIONS OF THE EFFICIENT PACKAGES FOR
 THE SURROGATE TRAVEL MODEL

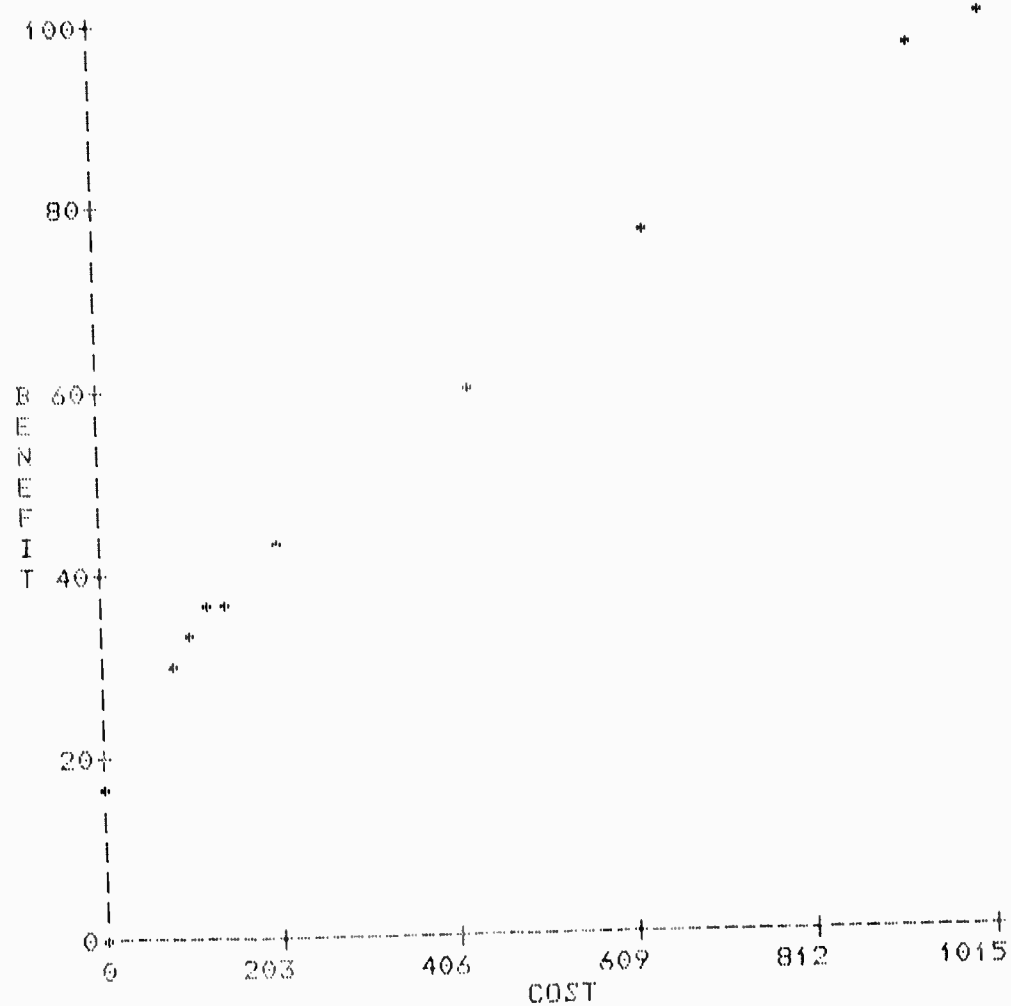


Figure 3-5
 PLOT OF THE EFFICIENT PACKAGES IN
 THE DATA MODEL

ALL VARIABLES SET AT LEVEL 1
 BENEFIT COST
 0 0

CHANGE 4: OVERLAYS
 FROM 1: NONE
 TO 3: LIMITED GRAPHICS

BENEFIT COST
 305 82

CHANGE 7: MICROFICHE ACCESS
 FROM 2: INDEP OF VISUAL DATA
 TO 3: INTGRD INTO VS DATA

BENEFIT COST
 351 120

CHANGE 5: SDMS ACCESS TO ST
 FROM 1: NO
 TO 2: WINDOW

BENEFIT COST
 425 200

CHANGE 1: MAPPING
 FROM 1: BK TO STRT/FLYABT/ZM
 TO 3: GLOBAL FLYABOUT

BENEFIT COST
 751 635

CHANGE 4: OVERLAYS
 FROM 3: LIMITED GRAPHICS
 TO 4: ELABORATE GRAPHICS

BENEFIT COST
 1000 1015

CHANGE 7: MICROFICHE ACCESS
 FROM 1: NONE
 TO 2: INCL. OF VISUAL DATA

BENEFIT COST
 183 2

CHANGE 3: SPECIAL EFFECTS
 FROM 1: NONE
 TO 2: INSERTS/FADING

BENEFIT COST
 331 102

CHANGE 8: SOUND ACCESS
 FROM 1: WITH MOVIES
 TO 2: SOUND ANNOTATED DATA

BENEFIT COST
 382 150

CHANGE 6: UPDATING DIGITAL INFO
 FROM 1: OFF-LINE
 TO 2: INTERACTIVE ON-LINE

BENEFIT COST
 606 435

CHANGE 2: MAP TO DATA
 FROM 1: NONE
 TO 3: CONTEXT REFERENCE

BENEFIT COST
 959 935

Table 3-2
 DESCRIPTIONS OF THE EFFICIENT PACKAGES
 FOR THE DATA MODEL

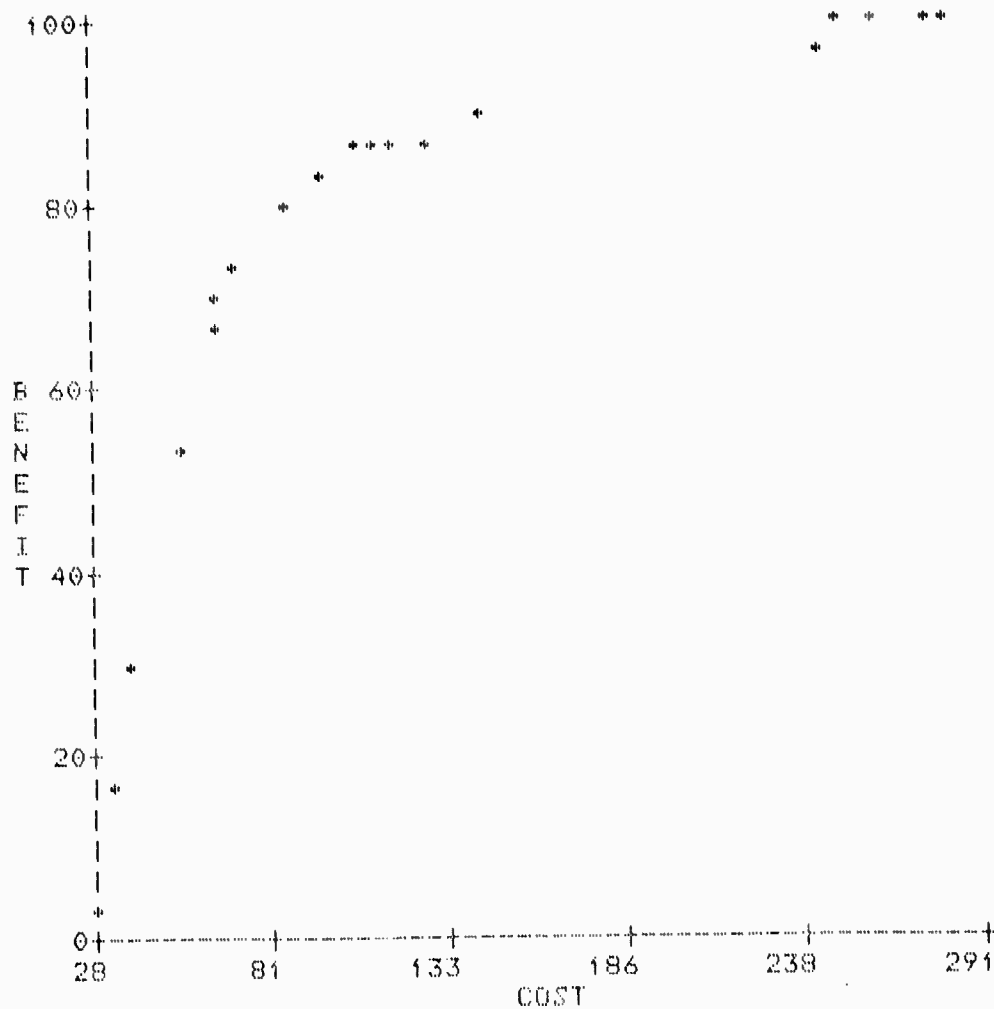


Figure 3-6
PLOT OF THE EFFICIENT PACKAGES
IN THE DELIVERY SYSTEM MODEL

ALL VARIABLES SET AT LEVEL 1		CHANGE 1: NUMBER OF MONITORS	
BENEFIT	COST	FROM 1: TWO, LO-RES COLOR+BW	
22	28	TO 2: TWO, HI-RES COLOR+BW	
		BENEFIT	COST
		156	32
CHANGE 8: POWER CONVERTERS		CHANGE 5: NO. OF VD PLYRS/SYS	
FROM 1: NONE		FROM 1: ONE	
TO 2: 1 CONVERTER		TO 2: TWO	
BENEFIT	COST	BENEFIT	COST
174	33	294	40
CHANGE 7: MICROFICHE SYSTEM		CHANGE 10: GRAPHIC OVERLAYS	
FROM 1: NONE		FROM 1: NO	
TO 3: LO CAP/HARD COPY		TO 2: CAP. FOR COLOR MONTR	
BENEFIT	COST	BENEFIT	COST
534	55	668	65
CHANGE 4: PACKAGING		CHANGE 2: HARD COPY	
FROM 1: NONE		FROM 1: NONE	
TO 2: WHEELED METAL BOX		TO 2: +TEXT	
BENEFIT	COST	BENEFIT	COST
692	67	727	70
CHANGE 2: HARD COPY		CHANGE 6: MASS STORE + COMPUTR	
FROM 2: +TEXT		FROM 1: 2 MBYTES FLOPPY	
TO 3: +DIGITAL GRAPHICS		TO 3: 11 MBYTES HARD	
BENEFIT	COST	BENEFIT	COST
734	71	796	85
CHANGE 2: HARD COPY		CHANGE 8: POWER CONVERTERS	
FROM 3: +DIGITAL GRAPHICS		FROM 2: 1 CONVERTER	
TO 4: B+W VIDEO		TO 3: 2 CONVERTERS	
BENEFIT	COST	BENEFIT	COST
825	95	828	96
CHANGE 7: MICROFICHE SYSTEM		CHANGE 11: INTERACTIVE MEANS	
FROM 3: LO CAP/HARD COPY		FROM 1: JOYSTK + 4 BUTTONS	
TO 4: HI CAP/HARD COPY		TO 2: JOYSTK + 6 BUTTONS	
BENEFIT	COST	BENEFIT	COST
854	108	859	110
CHANGE 11: INTERACTIVE MEANS		CHANGE 3: TELECONFERENCING	
FROM 2: JOYSTK + 6 BUTTONS		FROM 1: NONE	
TO 3: OPTION 2 + LIGHT PEN		TO 2: +LINKING	
BENEFIT	COST	BENEFIT	COST
863	113	871	119

Table 3-3
 DESCRIPTIONS OF THE EFFICIENT PACKAGES FOR THE
 DELIVERY SYSTEM MODEL

CHANGE 5: NO. OF VD PLYRS/SYS
FROM 2: TWO
TO 3: THREE

BENEFIT	COST
878	126

CHANGE 11: INTERACTIVE MEANS
FROM 3: OPTION 2 + LIGHT PEN
TO 5: OPTION 1 + TOUCHSCRN

BENEFIT	COST
894	144

CHANGE 12: REMOTE SYSTEM ACCESS
FROM 1: NONE
TO 2: AS TERMINAL

BENEFIT	COST
987	249

CHANGE 5: NO. OF VD PLYRS/SYS
FROM 3: THREE
TO 4: SIX

BENEFIT	COST
999	277

CHANGE 4: PACKAGING
FROM 2: WHEELED METAL BOX
TO 3: WHEELED METAL CONSOL

BENEFIT	COST
880	129

CHANGE 9: TEMPEST
FROM 1: NO
TO 2: AVAILABLE SYSTEMS

BENEFIT	COST
983	244

CHANGE 8: POWER CONVERTERS
FROM 3: 2 CONVERTERS
TO 4: 1 INVERTER

BENEFIT	COST
992	257

CHANGE 3: TELECONFERENCING
FROM 2: +LINKING
TO 4: +ANNOTATION

BENEFIT	COST
1000	281

Table 3-3 (Continued)
DESCRIPTORS OF THE EFFICIENT PACKAGES FOR THE
DELIVERY SYSTEM MODEL

VARIABLE	1	2	3	4	5
1 DOE NUCLEAR REACTOR	NONE	GROUND (INT + EXT	+ CONVENTION	+ LOW LEVEL HELO	+ ANCILLARY
2 OLYMPIC SITE--LA	NONE	GRND(INT/E XT TCTCL)	+ LOW LEVEL HELO	+ ANCILLARY	
3 FULDA GAP	NONE	MAPS	+ ATTACHE PHOTOG.	+ ANCILLARY	
4 CIA CITY	NONE	CIA PHOTO + MAPS	+ ANCILLARY	+ TOURIST PHOTOG.	
5 29 PALMS/USMC	GRND/HELO(USMC)	PROF. FILM CREW	+MAR EXRCSE,DEL	+MAR EXRCSE,REM	
6 USMC-5 OMAN SITES	NONE	HELO OFLY + REF MAP	+ LIMTD GRND DATA	DETAILED GRND,1 SIT	
7 USMC-EGYPT,KENYA,SOM	NONE	HELO OFLY + REF MAP	+ LIMTD GRND DATA	DETAILED GRND,1 SIT	
8 USMC-DIEGO GARCIA	NONE	HELO OFLY + REF MAP	+ LIMTD GRND DATA	DETAILED GROUND	
9 USMC-NORWAY	NONE	HELO OFLY + REF MAP	+ LIMTD GRND DATA	DETAILED GROUND	
10 RDJTF--12 SITES	NONE	12 SITES,ATTA	L2+ 1 FULL OHD TRANS	L2+ 4 LMTD OHD TRANS	
11 EMBASSY -- ANKARA	NONE	GRNDS,INTE RIORS,ETC.	+HOSP,COMM S,HELO VWS	+ CLASSIFIED	
12 A/C CARRIER,VINSON	NONE	TRAVEL + DECK PLANS	+ CONSTRUCTN	+ ELEV USE+MAINT	

MODEL STRUCTURE

Figure 3-7
SITE SELECTION

sites. The total cost of completing gold-plated versions of all twelve sites was 8,000 relative cost units or 616,000 dollars (approximately 70 dollars per cost unit).

Two cost constraints were placed on the site selection model, one at 350,000 dollars (100% of the estimated budget) and the other at 280,000 dollars (80% of the estimated budget). In addition, three different combinations of user and sizzle benefit weights were applied: (1) equal weights; (2) all sizzle; and (3) all user. The Design software described in Section 2.0 was then used to generate the most efficient site selection packages for the two cost constraints across all three sizzle/user weighting combinations. Table 3-4 presents a summary description of the efficient packages for a 350,000 dollar expenditure, across all three weighting combinations; Table 3-5 presents a similar summary description for a 280,000 dollar expenditure.

Figures 3-8 through 3-10 present the efficient curves for the equal-benefit weighting, the all-sizzle weighting, and the all-user weighting, respectively. Tables 3-6 through 3-8 describe the efficient packages for these three weighting conditions. A more detailed account of the twelve sites, rationale for the benefits and costs associated with these sites, and a summary table of the normalized benefits and costs are given in Appendix D.

A. Common Sites Across All Three Weighting Combinations

Selected Site	Cost (K)	Level
USMC--5 Oman sites	66.5	Detailed Ground, 1 site (4 of 4)
RDJTF--12 sites	21.0	Attache, Aerial, Maps, (3 of 4) and 1 Full Ohd Transf
CIA City	35.0	+Tourist Photography (4 of 4)
Fulda Gap	22.1	+Attache Photography (3 of 4)
29 Palms/USMC	20.0	Professional Film Crew (2 of 4)
A/C Carrier	42.0	+Construction Details (3 of 4)

B. Differences in Site Selection Across the Three Weighting Combinations

Selected Site	Equal Weights		All Sizzle		All User	
	Cost (K)	Level	Cost (K)	Level	Cost (K)	Level
DOE Nuclear Reactor	49.0	+Ancillary Data (5 of 5)	0	None	49.0	+Ancillary Data (5 of 5)
Fulda Gap	Common Site		31.5	+Ancillary Data (4 of 4)	Common Site	
29 Palms/USMC	45.5	+March Exercise Remaster (4 of 4)	Common Site		45.5	+March Exercise Remaster (4 of 4)
A/C Carrier	52.5	+Elev Use +Maint Aid (4 of 4)	Common Site		52.5	+Elev Use +Maint Aid (4 of 4)
Embassy--Ankara	52.5	+Hosp, Comms, Helo Vws (3 of 4)	52.5	+Hosp, Comms, Helo Vws (3 of 4)	0	None
USMC--Egypt, Kenya, Somolia	0	None	70.0	Detailed Ground, 1 Site (4 of 4)	56.0	+Limited Ground Data (3 of 4)

Table 3-4
SITE SELECTION FOR A 350K EXPENDITURE

A. Common Sites Across All Three Weighting Combinations

Selected Site	Cost (K)	Level
USMC--5 Oman sites	66.5	Detailed Ground, 1 site (4 of 4)
RDJTF--12 sites	21.0	Attache, Aerial, Maps, (3 of 4) and 1 Full Ohd Transf
Fulda Gap	22.1	+Attache Photography (3 of 4)
CIA City	28.0	+Ancillary Data (3 of 4)
29 Palms/USMC	20.0	Professional Film Crew (2 of 4)
A/C Carrier	42.0	+Construction Details (3 of 4)

B. Differences in Site Selection Across the Three Weighting Combinations

Selected Site	Equal Weights		All Sizzle		All User	
	Cost (K)	Level	Cost (K)	Level	Cost (K)	Level
DOE Nuclear Reactor	49.0	+Ancillary Data (5 of 5)	0	None	49.0	+Ancillary Data (5 of 5)
CIA City	35.0	+Tourist Photog (4 of 4)	35.0	+Tourist Photog (4 of 4)	Common Site	
29 Palms/USMC	45.5	+March Exercise Remaster (4 of 4)	Common Site		45.5	+March Exercise Remaster (4 of 4)
A/C Carrier	Common Site		Common Site		52.5	+Elev Use +Maint Aid (4 of 4)
Embassy--Ankara	0	None	52.5	+Hosp, Comms, Helo Vws (3 of 4)	0	None

Table 3-5
SITE SELECTION FOR A 280K EXPENDITURE

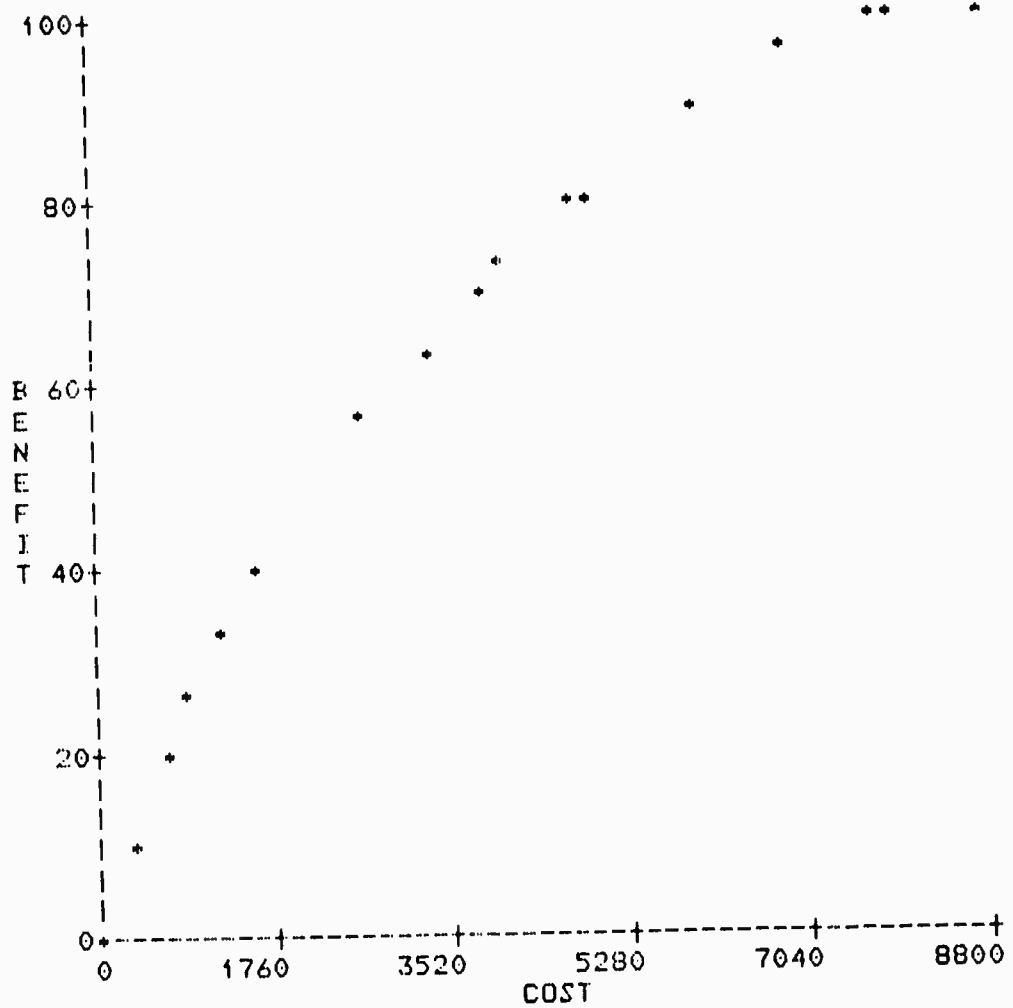


Figure 3-8
PLOT OF THE EFFICIENT PACKAGES IN THE
EQUAL-BENEFIT WEIGHTING OF THE SITE SELECTION MODEL

ALL VARIABLES SET AT LEVEL 1
 BENEFIT COST
 0 0

CHANGE 4: CIA CITY
 FROM 1: NONE
 TO 2: CIA PHOTO + MAPS

BENEFIT COST
 198 649

CHANGE 3: FULDA GAP
 FROM 1: NONE
 TO 3: + ATTACHE PHOTOG.

BENEFIT COST
 335 1256

CHANGE 5: 29 PALMS/USMC
 FROM 2: PROF. FILM CREW
 TO 4: +MAR EXRCSE, REMASTER

BENEFIT COST
 407 1664

CHANGE 1: DOE NUCLEAR REACTOR
 FROM 1: NONE
 TO 5: + ANCILLARY DATA

BENEFIT COST
 643 3314

CHANGE 4: CIA CITY
 FROM 3: + ANCILLARY DATA
 TO 4: + TOURIST PHOTOG.

BENEFIT COST
 725 4014

CHANGE 12: A/C CARRIER, VINSON
 FROM 3: + CONSTRUCTN DETAILS
 TO 4: + ELEV USE+MAINT AID

BENEFIT COST
 809 4914

CHANGE 3: FULDA GAP
 FROM 3: + ATTACHE PHOTOG.
 TO 4: + ANCILLARY DATA

BENEFIT COST
 899 6049

CHANGE 2: OLYMPIC SITE--LA
 FROM 1: NONE
 TO 4: + ANCILLARY DATA

BENEFIT COST
 987 7699

CHANGE 8: USMC-DIEGO GARCIA
 FROM 1: NONE
 TO 3: + LIMTD GRND DATA

BENEFIT COST
 1000 8714

CHANGE 10: RDJTF--12 SITES
 FROM 1: NONE
 TO 3: L2+ 1 FULL OHD TRANS

BENEFIT COST
 112 299

CHANGE 5: 29 PALMS/USMC
 FROM 1: GRND/HELO(USMC)
 TO 2: PROF. FILM CREW

BENEFIT COST
 265 941

CHANGE 4: CIA CITY
 FROM 2: CIA PHOTO + MAPS
 TO 3: + ANCILLARY DATA

BENEFIT COST
 346 1306

CHANGE 6: USMC-5 OMAN SITES
 FROM 1: NONE
 TO 4: DETAILED GRND, 1 SITE

BENEFIT COST
 559 2614

CHANGE 12: A/C CARRIER, VINSON
 FROM 1: NONE
 TO 3: + CONSTRUCTN DETAILS

BENEFIT COST
 714 3914

CHANGE 11: EMBASSY -- ANKARA
 FROM 1: NONE
 TO 3: +HOSF, COMMS, HELO VWS

BENEFIT COST
 796 4764

CHANGE 7: USMC-EGYPT, KENYA, SOM
 FROM 1: NONE
 TO 4: DETAILED GRND, 1 SITE

BENEFIT COST
 889 5914

CHANGE 9: USMC-NORWAY
 FROM 1: NONE
 TO 4: DETAILED GROUND

BENEFIT COST
 955 6949

CHANGE 11: EMBASSY -- ANKARA
 FROM 3: +HOSF, COMMS, HELO VWS
 TO 4: + CLASSIFIED

BENEFIT COST
 992 7949

CHANGE 8: USMC-DIEGO GARCIA
 FROM 3: + LIMTD GRND DATA
 TO 4: DETAILED GROUND

BENEFIT COST
 1000 8799

Table 3-6

DESCRIPTIONS OF THE EFFICIENT PACKAGES IN THE
 EQUAL-BENEFIT WEIGHTING OF THE SITE SELECTION MODEL

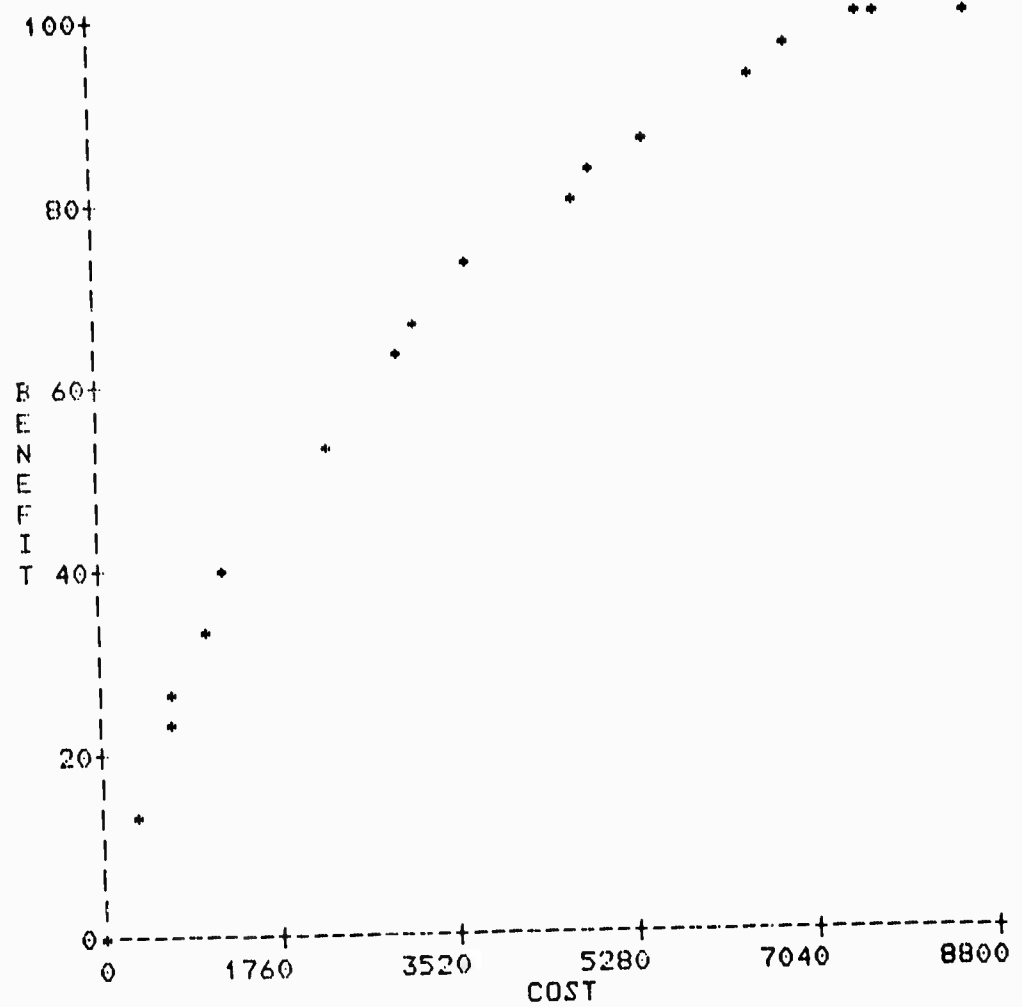


Figure 3-9
 PLOT OF THE EFFICIENT PACKAGES IN THE ALL-SIZZLE
 WEIGHTING OF THE SITE SELECTION MODEL

ALL VARIABLES SET AT LEVEL 1	CHANGE 10: RDJTF--12 SITES
BENEFIT COST	FROM 1: NONE
0 0	TO 3: L2+ 1 FULL OMD TRANS
	BENEFIT COST
	134 299
CHANGE 4: CIA CITY	CHANGE 4: CIA CITY
FROM 1: NONE	FROM 2: CIA PHOTO + MAPS
TO 2: CIA PHOTO + MAPS	TO 3: + ANCILLARY DATA
BENEFIT COST	BENEFIT COST
242 649	255 699
CHANGE 5: 29 PALMS/USMC	CHANGE 3: FULDA GAP
FROM 1: GRND/HELO(USMC)	FROM 1: NONE
TO 2: PROF. FILM CREW	TO 3: + ATTACHE PHOTOG.
BENEFIT COST	BENEFIT COST
327 991	390 1306
CHANGE 6: USMC-5 OMAN SITES	CHANGE 11: EMBASSY -- ANKARA
FROM 1: NONE	FROM 1: NONE
TO 4: DETAILED GRND, 1 SITE	TO 3: +HOSP, COMMS, HELO VWS
BENEFIT COST	BENEFIT COST
540 2256	646 3006
CHANGE 4: CIA CITY	CHANGE 12: A/C CARRIER, VINSON
FROM 3: + ANCILLARY DATA	FROM 1: NONE
TO 4: + TOURIST PHOTOG.	TO 3: + CONSTRUCTN DETAILS
BENEFIT COST	BENEFIT COST
659 3106	719 3706
CHANGE 7: USMC-EGYPT, KENYA, SOM	CHANGE 3: FULDA GAP
FROM 1: NONE	FROM 3: + ATTACHE PHOTOG.
TO 4: DETAILED GRND, 1 SITE	TO 4: + ANCILLARY DATA
BENEFIT COST	BENEFIT COST
809 4706	820 4841
CHANGE 1: DOE NUCLEAR REACTOR	CHANGE 9: USMC-NORWAY
FROM 1: NONE	FROM 1: NONE
TO 5: + ANCILLARY DATA	TO 4: DETAILED GROUND
BENEFIT COST	BENEFIT COST
872 5541	939 6441
CHANGE 5: 29 PALMS/USMC	CHANGE 2: OLYMPIC SITE--LA
FROM 2: PROF. FILM CREW	FROM 1: NONE
TO 4: +MAR EXRCSE, REMASTER	TO 4: + ANCILLARY DATA
BENEFIT COST	BENEFIT COST
957 6799	987 7549
CHANGE 11: EMBASSY -- ANKARA	CHANGE 8: USMC-DIEGO GARCIA
FROM 3: +HOSP, COMMS, HELO VWS	FROM 1: NONE
TO 4: + CLASSIFIED	TO 3: + LIMTD GRND DATA
BENEFIT COST	BENEFIT COST
993 7799	1000 8564
CHANGE 8: USMC-DIEGO GARCIA	
FROM 3: + LIMTD GRND DATA	
TO 4: DETAILED GROUND	
BENEFIT COST	
1000 8649	

Table 3-7

DESCRIPTIONS OF THE EFFICIENT PACKAGES IN THE ALL-SIZZLE
WEIGHTING OF THE SITE SELECTION MODEL

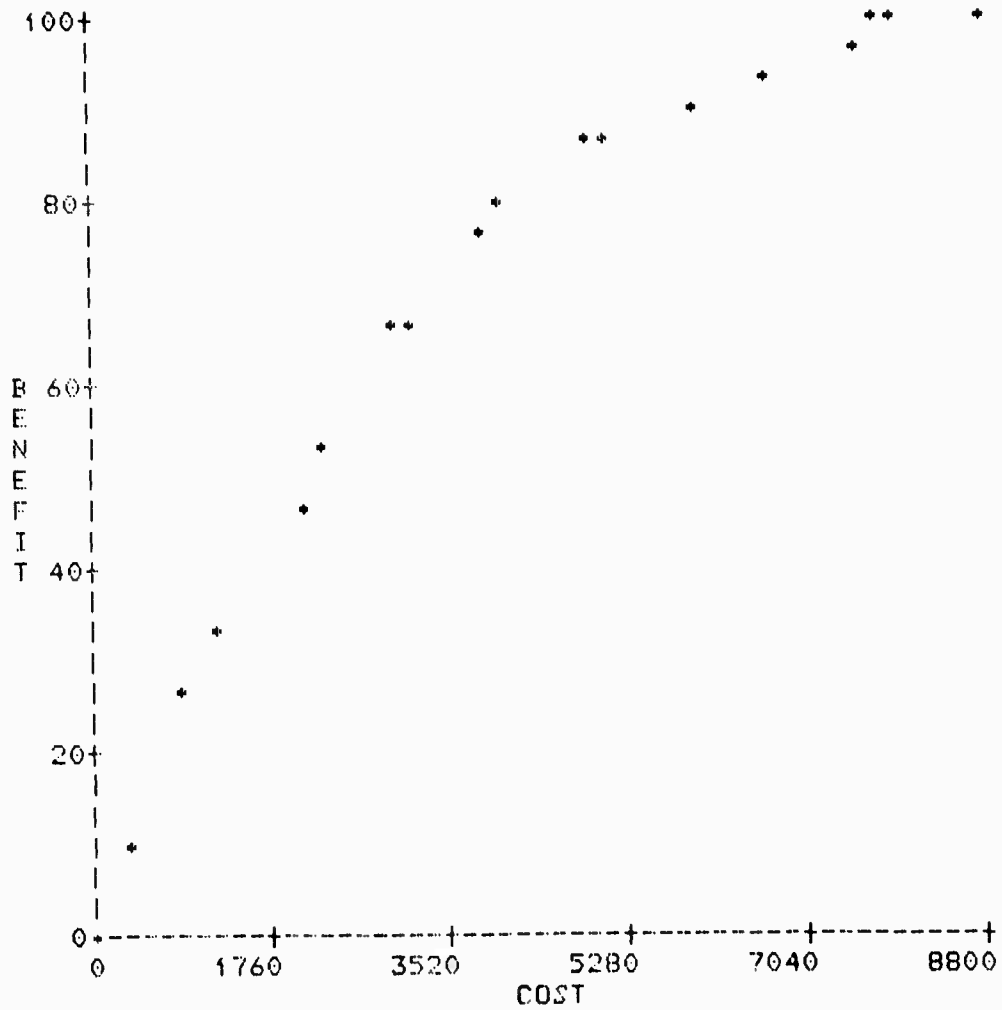


Figure 3-10
PLOT OF THE EFFICIENT PACKAGES IN THE ALL-USER.
WEIGHTING OF THE SITE SELECTION MODEL

ALL VARIABLES SET AT LEVEL 1		CHANGE 10: RDJTF--12 SITES	
BENEFIT	COST	FROM 1: NONE	
0	0	TO 3: L2+ 1 FULL OHQ TRANS	
CHANGE 5: 29 PALMS/USMC		BENEFIT	COST
FROM 1: GRND/HELO(USMC)		86	299
TO 4: +MAR EXRCSE,REMASTER		CHANGE 3: FULDA GAP	
BENEFIT	COST	FROM 1: NONE	
259	949	TO 3: + ATTACHE PHOTOG.	
CHANGE 6: USMC-5 OMAN SITES		BENEFIT	COST
FROM 1: NONE		336	1264
TO 3: + LIMTD GRND DATA		CHANGE 4: CIA CITY	
BENEFIT	COST	FROM 1: NONE	
476	2024	TO 2: CIA PHOTO + MAPS	
CHANGE 1: DOE NUCLEAR REACTOR		BENEFIT	COST
FROM 1: NONE		538	2374
TO 5: + ANCILLARY DATA		CHANGE 4: CIA CITY	
BENEFIT	COST	FROM 2: CIA PHOTO + MAPS	
659	3074	TO 3: + ANCILLARY DATA	
CHANGE 12: A/C CARRIER,VINSON		BENEFIT	COST
FROM 1: NONE		666	3124
TO 4: + ELEV USE+MAINT AID		CHANGE 6: USMC-5 OMAN SITES	
BENEFIT	COST	FROM 3: + LIMTD GRND DATA	
778	3874	TO 4: DETAILED GRND,1 SITE	
CHANGE 7: USMC-EGYPT,KENYA,SOM		BENEFIT	COST
FROM 1: NONE		794	4064
TO 3: + LIMTD GRND DATA		CHANGE 4: CIA CITY	
BENEFIT	COST	FROM 3: + ANCILLARY DATA	
856	4864	TO 4: + TOURIST PHOTOG.	
CHANGE 3: FULDA GAP		BENEFIT	COST
FROM 3: + ATTACHE PHOTOG.		864	4964
TO 4: + ANCILLARY DATA		CHANGE 9: USMC-NORWAY	
BENEFIT	COST	FROM 1: NONE	
872	5099	TO 4: DETAILED GROUND	
CHANGE 2: OLYMPIC SITE--LA		BENEFIT	COST
FROM 1: NONE		916	5999
TO 4: + ANCILLARY DATA		CHANGE 11: EMBASSY -- ANKARA	
BENEFIT	COST	FROM 1: NONE	
950	6749	TO 3: +HOSP,COMMS,HELO VWS	
CHANGE 7: USMC-EGYPT,KENYA,SOM		BENEFIT	COST
FROM 3: + LIMTD GRND DATA		981	7499
TO 4: DETAILED GRND,1 SITE		CHANGE 11: EMBASSY -- ANKARA	
BENEFIT	COST	FROM 3: +HOSP,COMMS,HELO VWS	
988	7699	TO 4: + CLASSIFIED	
CHANGE 8: USMC-DIEGO GARCIA		BENEFIT	COST
FROM 1: NONE		991	7949
TO 3: + LIMTD GRND DATA		CHANGE 8: USMC-DIEGO GARCIA	
BENEFIT	COST	FROM 3: + LIMTD GRND DATA	
1000	8714	TO 4: DETAILED GROUND	
		BENEFIT	COST
		1000	8799

Table 3-8
 DESCRIPTIONS OF THE EFFICIENT PACKAGES IN THE ALL-USER
 WEIGHTING OF THE SITE SELECTION MODEL

APPENDIX A
BENEFITS, COSTS, AND RATIONALE
FOR THE SURROGATE TRAVEL MODEL

NORMALIZED VALUES

VARIABLE	BENEFIT				WEIGHT	COST			
	LEVEL					LEVEL			
	1	2	3	4		1	2	3	4
1 CURRENT CAPABILITY	0	14	21		21	0	1	2	
2 TAKE ME THERE	0	66	82		82	0	115	144	
3 TRACE A PATH	0	82			82	0	108		
4 PUT ME THERE	0	23	93		93	0	60	120	
5 ATTACHE MODE	0	33	40	67	67	0	24	60	120
6 HELD FLIGHT	0	117	195		195	0	18	60	
7 WHAT'S HERE FDBACK	0	35	87		87	0	29	84	
8 PARALLEL UNIVERSES	0	77			77	0	72		
9 WHERE AM I?	0	109	186	219	219	0	58	77	96
10 RECORD/REPLAY	0	21			21	0	120		
11 UNDERWATER	0	57			57	0	72		

Table A-1

SUMMARY OF BENEFITS AND COSTS
FOR THE SURROGATE TRAVEL MODEL

VARIABLE 1 CURRENT CAPABILITY

CRITERION: USER	
1	2 3
0	25 100

GENERAL DESCRIPTION

TRIPLE: THE CAPABILITY TO ROTATE IN AN ABOUT CONTINUOUS FASHION.
 BACK AROUND CORNERS (SELF-EXPLANATORY)

VARIABLE 2 TAKE ME THERE

CRITERION: USER	
1	2 3
0	100 100

GENERAL DESCRIPTION

EMBEDDED OPTION: THE SYSTEM TAKES THE USER TO A GIVEN PLACE IN A GIVEN MAPPER.
 SEVERAL USER OPTIONS: THE USER SELECTS THE MAPPER IN WHICH HE IS TAKEN TO A GIVEN PLACE.

Table A-2
 RATIONALE FOR THE SUBOPTIMAL MAPPER MODEL

VARIABLE 3: TRACE A PATH

CRITERION: USER

1 2
0 100

GENERAL DESCRIPTION

SHOW ME ALL: THE USER MAY TRACE ANY PATH HE CHOOSES TO SEE.

VARIABLE 4: PUT ME THERE

CRITERION: USER

1 2 3
0 25 100

GENERAL DESCRIPTION:

THE USER INDICATES WHERE HE WISHES TO BE PLACED, AND THE SYSTEM PUTS HIM IN THAT PLACE. IT SHOULD BE NOTED THAT THE USER DOES NOT VISUALLY TRAVEL OVER THE PATH, BUT RATHER, HE IS AUTOMATICALLY PLACED IN THE SELECTED LOCATION.

SYMBOLIC: THE USER COMMUNICATES WITH THE SYSTEM IN A SYMBOLIC FASHION, e.g., BY TYPING IN THE INFORMATION.

POINT AT: (SELF-EXPLANATORY)

Table 2-2 (Continued)

VARIABLE 5: ATTACHE MODE

CRITERION:	USER
1	2 3 4
0	50 60 100

IMPORTANT, BUT THE AMOUNT OF THIS KIND OF DATA IS GOING TO BE SMALL.
THIS IS IMPORTANT IN TERMS OF BEING USEFUL, BUT YOU CANNOT DO MUCH OF IT.

GENERAL DESCRIPTION: IMPLIES THE USE OF EXISTING PHOTOGRAPHY.

LEVEL 2 GIVES YOU A GRAPHIC INDEX OF YOUR LOCATION AND LEVEL 3
GIVES YOU FIELD OF VIEW INFORMATION.

Table A-2 (Continued)

VARIABLE 6: HELO FLIGHT

CRITERION: USER
1 2 3
0 60 100

GENERAL DESCRIPTION: HELO FLIGHT ALLOWS YOU TO TRAVEL VISUALLY IN
HELICOPTER. LEVEL 1 ALLOWS FOR HELO TRAVEL
IN ONE DIRECTION, LEVEL 2 ALLOWS FOR TRAVEL
IN A TWO-DIMENSIONAL SPACE, AND LEVEL 3 ALLOWS
FOR TRAVEL ALONG ALL THREE DIMENSIONS.

HELLO FLIGHT ALLOWS THE USER TO STEP BACK AND
TAKE A LONG VIEW OF THE SITUATION, SOMETHING WHICH
IS NOT POSSIBLE IN THE FIELD.

Table A-2 (Continued)

VARIABLE 6. HELD FLIGHT CRITERION COST

LEVEL	COST
Y TRAVEL	0
X-Y TRAVEL	38
X-Y-Z TRAVEL	125

YOU SHOULD DISTINGUISH BETWEEN EXPLICIT TARGETS AND FLYING OVER.

IN PRACTICE, THERE REALLY IS NOT TOO MUCH Z TRAVEL. IF YOU GO TOO HIGH, YOU CANNOT SEE ANYTHING.

VARIABLE 7: WHAT'S HERE FDBACK

CRITERION:	USER
1	2
3	
0	40 100

GENERAL DESCRIPTION: ALLOWS THE USER TO SEE CRITICAL OBJECTS IN HIS GENERAL AREA.

LEVEL 2 ALLOWS FOR THE PRESENTATION OF A GRAPHICS DISPLAY ON A SECOND MONITOR.

LEVEL 3 ALLOWS FOR THE INTEGRATION OF WHAT'S HERE INFORMATION INTO THE MAIN MONITOR.

VARIABLE 7: WHAT'S HERE FDBACK

CRITERION:	SIZZL
1	2
3	
0	40 100

THIS HAS A GOOD DEAL OF SIZZLE, FOR INSTANCE. YOU COULD DISPLAY GHOST IMAGES OF TANKS IN THE AREA.

VARIABLE 8: PARALLEL UNIVERSES

CRITERION: USER
1 2
6 100

THERE ARE A NUMBER OF DIFFERENT REPRESENTATIONS OR PERSPECTIVES WE CAN PUT INTO THIS OPTION. FOR EXAMPLE, INFRARED REPRESENTATIONS, RADAR, VISUAL, OVERHEADS, AND SO ON.

THE CONCEPT MAY NOT BE BENEFICIAL FOR STRICT TRAVEL, BUT FOR HELO FLIGHT IT WOULD BE BENEFICIAL. IN MANY CASES, IT WOULD BE HIGHLY USEFUL TO HAVE A SUMMER VERSION AND A WINTER VERSION.

IN ANY CASE, SITE WOULD BE AN IMPORTANT CONSIDERATION.

IT SHOULD BE NOTED THAT THE EXPLICIT LINK METHOD IS NOT BAD FOR A SMALL AMOUNT OF MATERIAL, BUT IF YOU ARE DEALING WITH A GREAT DEAL OF INFORMATION, YOU MUST MOVE UP TO THE DATA BS LEVEL.

GENERAL DESCRIPTION: ALLOWS FOR ALTERNATE REPRESENTATIONS OF THE SAME AREA.

VARIABLE 8: PARALLEL UNIVERSES

CRITERION: SIZZL
1 2
6 100

THIS IS THE MOST IMPORTANT VARIABLE FOR SIZZLE. YOU COULD GO FROM A TOPOGRAPHICAL MAP TO RADAR TO ACTUAL VISUAL REPRESENTATIONS; YOU COULD ALTERNATE BETWEEN SUMMER AND WINTER AT A CERTAIN SITE, AND SO ON.

Table A-2 (Continued)

VARIABLE 2: WHERE AM I?

CRITERION: USER
1 2 3 4
0 50 85 100

THIS IS IMPORTANT. IF YOU HAVE ALL THE INFO FLIGHT YOU WANT, BUT DO NOT KNOW WHERE YOU ARE, IT DOES NOT DO THE USER MUCH GOOD.

GENERAL DESCRIPTION: INDICATES THE LOCATION OF THE USER.

LEVELS 2 AND 3 SHOW THE USER'S LOCATION VIA A BLACK AND WHITE GRAPHICS DISPLAY, AND LEVEL 4 SHOWS LOCATION IN COLOR.

Table A-2 (Continued)

VARIABLE 10: RECORD/REPLAY

CRITERION: USER
1 2
0 100

THIS IS GOOD FOR THE GUY IN THE FIELD TO KNOW THE GENERAL WHAT WENT ON.

HOWEVER, IT IS GOOD NOT TO BE IN THE ROTF MODE FOR DEMONSTRATION PURPOSES.
YOU COULD ALWAYS HOOK UP A TV RECORDER AND TAPE THE WHOLE THING, INSTEAD
OF DOING IT ON-LINE.

GENERAL DESCRIPTION: ALLOWS THE USER TO PLAY BACK PREVIOUS ACTIVITIES.

Table A-2 (Continued)

VARIABLE 14 UNDERWATER

CRITERION: USER
1
2
3 100

THERE ARE AVENUES ALONG WHICH YOU TRAVEL UNDERWATER. YOU WOULD TAKE
CIRCUITOUS ROUTES TO AVOID DETECTION.

ORIENTATION AIDS WOULD BE VALUABLE TO CIRCUMVENT SELECTED VIEWERS, BUT
WOULD BE OF LIMITED VALUE OVERALL.

GREAT VALUE TO A FEW.

GENERAL DESCRIPTION: ALLOWS THE USER TO HAVE ORIENTATION AIDS WHILE
TRAVELING UNDERWATER.

APPENDIX B
BENEFITS, COSTS, AND RATIONALE
FOR THE DATA MODEL

NORMALIZED VALUES									
VARIABLE	BENEFIT				WEIGHT	COST			
	LEVEL					LEVEL			
	1	2	3	4		1	2	3	4
1 MAPPING	0	73	145		145	0	158	197	
2 MAP TO DATA	0	52	209		209	0	251	296	
3 SPECIAL EFFECTS	0	25			25	0	20		
4 OVERLAYS	0	81	122	163	163	0	63	79	158
5 SDMS ACCESS TO ST	0	43			43	0	49		
6 UPDATING DIGITAL INFO	0	181			181	0	232		
7 MICROFICHE ACCESS	0	183	204		204	0	2	20	
8 SOUND ACCESS	0	31			31	0	30		

Table B-1
SUMMARY OF THE BENEFITS AND
COSTS FOR THE DATA MODEL

VARIABLE 1: MAPPING

CRITERION: USER
1 2 3
0 50 100

GENERAL DESCRIPTION: ALLOWS THE USER TO TRANSPORT HIMSELF EXCLUSIVELY IN THE DOMAIN OF MAPS. LEVEL 2 ALLOWS THE USER TO MOVE FROM MAP TO MAP. LEVEL 3 ALLOWS THE USER TO MOVE UP AND DOWN AT WILL AND TO TRANSPORT HIMSELF ON A GLOBAL DIMENSION.

IN THE OVERALL CONTEXT, THIS IS IMPORTANT TO THE USER.

SURROGATE TRAVEL IS ONE DIMENSION FOR MOVING AROUND IN AN AREA, GOING FROM MAP TO MAP IS ANOTHER.

VARIABLE 1: MAPPING

CRITERION: SIZZL
1 2 3
0 50 100

THERE IS A CERTAIN AMOUNT OF SIZZLE IN GOING FROM MAP TO MAP.

"SIZZLE" IS THE POENTIAL FOR "DRAMATIC CHANGES."
SO, GLOBAL FLYAROUT HAS A GOOD DEAL OF SIZZLE.

Table B-2
RATIONALE FOR THE DATA MODEL

VARIABLE 2: MAP TO DATA	CRITERION: USER
	1 2 3
	0 25 100

CONTEXT REFERENCE SHOWS INFORMATION ABOUT AN AREA; IT DOES NOT PUT YOU IN THAT AREA. IT IS LIKE WHERE-AM-I.

VARIABLE 3: SPECIAL EFFECTS	CRITERION: USER
	1 2
	0 100

GENERAL DESCRIPTION: ALLOWS FOR SUCH SPECIAL EFFECTS AS INSERTS, FADING, AND SPLIT SCREEN IMAGES.

Table B-2 (Continued)

VARIABLE 4: OVERLAYS

CRITERION: USER	
1	2 3 4
0	50 75 100

 GENERAL DESCRIPTION: ALLOWS ADDITIONAL MATERIAL TO BE SHOWN ALONG WITH
 THE PRIMARY DISPLAY.

NOTE: VERY IMPORTANT TO THE USERS.

VARIABLE 4: OVERLAYS

CRITERION: SIZZL	
1	2 3 4
0	50 75 100

 WITH SUPER OVERLAYS, THIS COULD BE A MODERATELY HIGH SIZZLE ITEM.
 HOWEVER, "SUPER" OVERLAYS ARE DIFFICULT TO DEVELOP.

VARIABLE 5: SDMS ACCESS TO ST

CRITERION: USER
1 2
0 100

WITH RESPECT TO THE USERS, SDMS ACCESS REPRESENTS ONLY MARGINAL
IMPROVEMENT OVER THE PRESENT SYSTEM.

VARIABLE 7: MICROFICHE ACCESS

CRITERION: USER
1 2 3
0 90 100

WE CANNOT EMPHASIZE THIS VARIABLE ENOUGH. THE USER MUST HAVE IT!

VARIABLE 7: MICROFICHE ACCESS

CRITERION: SIZZL
1 2 3
0 90 100

MICROFICHE ACCESS MIGHT EVEN BE A HINDRANCE. IT'S BULKY AND UNWIELDY.

THIS IS CERTAINLY NOT A SIZZLE ITEM.

Table B-2 (Continued)

VARIABLE 8: SOUND ACCESS

CRITERION: USER
1 2
0 100

HIGH SIZZLE, LOW USER BENEFIT.

HOWEVER, IT MAY BE SIMILAR TO THE IMPLEMENTATION OF THE TELEPHONE.
WE REALLY DO NOT KNOW THE FULL RANGE OF ITS USES UNTIL WE EXERCISE
IT.

VARIABLE 8: SOUND ACCESS

CRITERION: SIZZL
1 2
0 100

THIS IS A NEW DIMENSION. IT COULD BE EXCELLENT. THE POSSIBILITIES
ARE UNEXPLORED.

APPENDIX C
BENEFITS, COSTS, AND RATIONALE
FOR THE DELIVERY SYSTEM MODEL

NORMALIZED VALUES

VARIABLE	BENEFIT					COST				
	LEVEL					LEVEL				
	1	2	3	4	5	1	2	3	4	5
1 NUMBER OF MONITORS	0	133				0	15			
2 HARD COPY	0	36	43	71		0	11	15	53	
3 TELECONFERENCING	0	8	8	9		0	23	30	38	
4 PACKAGING	0	24	27	16		0	8	19	57	
5 NO. OF VD FLYS/SYS	0	120	127	133		0	27	53	129	
6 MASS STORE + COMPUTR	0	19	62			0	23	53		
7 MICROFICHE SYSTEM	0	27	240	267		0	46	57	103	
8 POWER CONVERTERS	0	19	21	27		0	4	8	38	
9 TEMPEST	0	89				0	380			
10 GRAPHIC OVERLAYS	0	133				0	38			
11 INTERACTIVE MEANS	22	27	31	0	44	0	8	19	23	76
12 REMOTE SYSTEM ACCESS	0	4				0	19			

Table C-1
SUMMARY OF THE BENEFITS AND COSTS
FOR THE DELIVERY SYSTEM MODEL

VARIABLE 1: NUMBER OF MONITORS

CRITERION:	USER
1	2
0	100

 ONE MONITOR PROBABLY IS NOT DESIRABLE. THE USER MAY WISH TO SWITCH BACK AND FORTH BETWEEN MONITERS.
 YOU MAY WANT TO USE ONLY ONE MONITOR FOR CONTROL AND USE THE OTHER MONITOR ONLY FOR ADDITIONAL INFORMATION.

Table C-2
 BENEFITS, COSTS, AND RATIONALE
 FOR THE DELIVERY SYSTEM MODEL

VARIABLE 2: HARD COPY

CRITERION:	USER
1	2
3	4
0	50
60	100

COLOR:

ALTHOUGH THERE ARE PROBABLY THREE LEVELS OF COLOR (4X5 POLAROID, 8X10 POLAROID, AND XEROX GRAPHICS), IT IS UNREASONABLE EVEN TO CONSIDER THE LATTER TWO LEVELS OF COLOR BECAUSE OF THEIR HIGH COST.

PRO COLOR: YOU WILL WANT COLOR; FOR EXAMPLE, A MAP WITH GRAPHIC OVERLAYS. SOME OF THE MATERIAL IS COLOR CODED (MAPS).

ANTI COLOR: YOU CAN STILL SEE THE GRAPHICS; COLOR DOES NOT BUY YOU MUCH. FURTHER, WHEN DRAWING CIRCLES AND LINES ON THE HARDCOPY, IT WOULD BE FAR MORE EFFECTIVE TO HAVE 8X11 BLACK AND WHITE HARD COPY. WITH MAPS, COLOR IS IMPORTANT. BUT FOR THE REST OF THE DATA BASE, NO.

8X11 IS FAR BETTER SUITED TO PAPER. 4X5 TRANSPARENCIES ARE SLOW AND EXPENSIVE.

CRITERION:		USER
1	2	3
0	90	95 100

VARIABLE 5: NO. OF VD PLYRS/SYS

 WITH ONE MONITER, YOU SACRIFICE SPEED, SMOOTHNESS, AND CONTINUITY.
 YOU NEED TWO MONITERS!!

VARIABLE 7: MICROFICHE SYSTEM	CRITERION:	USER
	1 2 3 4	
	0 10 90 100	

MICROFICHE:

POSITIVE: IT IS THE ONLY WAY YOU CAN UPDATE.
IT IS NOT ALL THAT EXPENSIVE.

NEGATIVE: IT IS DIFFICULT TO MAKE MICROFICHE.

VARIABLE 11: INTERACTIVE MEANS

CRITERION:		USER
1	2	3
4	5	
50	60	70
0	100	

TYPICALLY, USERS ARE QUITE HAPPY WITH A JOYSTICK PLUS 4 BUTTONS.

APPENDIX D

BENEFITS, COSTS, AND RATIONALE
FOR THE SITE SELECTION MODEL

NORMALIZED VALUES											
VARIABLE	BENEFIT					WEIGHT	COST				
	LEVEL						LEVEL				
	1	2	3	4	5		1	2	3	4	5
1 DOE NUCLEAR REACTOR	0	53	64	71	84	84	0	60	64	68	80
2 OLYMPIC SITE--LA	0	19	26	32		32	0	64	68	85	
3 FULDA GAP	0	44	70	80		80	0	26	36	51	
4 CIA CITY	0	86	97	108		108	0	40	45	57	
5 29 PALMS/USMC	0	66	81	128		128	0	33	66	74	
6 USMC-5 OMAN SITES	0	76	121	152		152	0	76	86	108	
7 USMC-EGYPT, KENYA, SOM	0	40	62	80		80	0	80	91	114	
8 USMC-DIEGO GARCIA	0	1	8	8		8	0	77	87	97	
9 USMC-NORWAY	0	6	28	56		56	0	66	77	102	
10 RDJTF--12 SITES	0	26	112	94		112	0	32	34	34	
11 EMBASSY -- ANKARA	0	58	71	76		76	0	80	85	114	
12 A/C CARRIER, VINSON	0	57	71	84		84	0	60	68	85	

Table D-1
SUMMARY OF THE BENEFITS AND COSTS FOR THE EQUAL-BENEFITS
WEIGHTING OF THE SITE SELECTION MODEL

NORMALIZED VALUES											
VARIABLE	BENEFIT					WEIGHT	COST				
	1	2	3	4	5		1	2	3	4	5
1 DOE NUCLEAR REACTOR	0	26	37	44	52	52	0	60	64	68	80
2 OLYMPIC SITE---LA	0	18	24	30		30	0	64	68	85	
3 FULDA GAP	0	37	63	75		75	0	26	36	51	
4 CIA CITY	0	107	121	134		134	0	40	45	57	
5 29 PALMS/USMC	0	72	54	90		90	0	33	66	74	
6 USMC-5 OMAN SITES	0	75	104	149		149	0	76	86	108	
7 USMC-EGYPT, KENYA, SOM	0	45	63	90		90	0	80	91	114	
8 USMC-DIEGO GARCIA	0	1	7	7		7	0	77	87	97	
9 USMC-NORWAY	0	7	34	67		67	0	66	77	102	
10 RDJTF--12 SITES	0	27	134	101		134	0	32	34	34	
11 EMBASSY -- ANKARA	0	84	106	112		112	0	80	85	114	
12 A/C CARRIER, VINSON	0	39	60	60		60	0	60	68	65	

Table D-2
SUMMARY OF THE BENEFITS AND COSTS FOR THE ALL-SIZZLE
WEIGHTING OF THE SITE SELECTION MODEL

VARIABLE	NORMALIZED VALUES						COST				
	BENEFIT					WEIGHT	LEVEL				
	1	2	3	4	5		1	2	3	4	5
1 DOE NUCLEAR REACTOR	0	84	97	103	121	121	0	60	64	68	80
2 OLYMPIC SITE--LA	0	21	28	34		34	0	64	68	85	
3 FULDA GAP	0	52	78	86		86	0	26	36	51	
4 CIA CITY	0	62	70	78		78	0	40	45	57	
5 29 PALMS/USMC	0	60	112	172		172	0	33	66	74	
6 USMC-5 OMAN SITES	0	78	140	155		155	0	76	86	108	
7 USMC-EGYPT, KENYA, SOM	0	34	62	69		69	0	80	91	114	
8 USMC-DIEGO GARCIA	0	1	8	9		9	0	77	87	97	
9 USMC-NORWAY	0	4	22	43		43	0	66	77	102	
10 RDJTF--12 SITES	0	26	86	86		86	0	32	34	34	
11 EMBASSY -- ANKARA	0	28	31	34		34	0	80	85	114	
12 A/C CARRIER, VINSON	0	78	84	112		112	0	60	68	85	

Table D-3
SUMMARY OF THE BENEFITS AND COSTS FOR THE ALL-USER
WEIGHTING OF THE SITE SELECTION MODEL

	CRITERION: SIZZL				
1	2	3	4	5	
0	10	20	40	100	

VARIABLE 11: INTERACTIVE MEANS

----- YOU SIMPLY CANNOT DO ENOUGH ON THIS VARIABLE. THIS AFFECTS THE QUALITY OF INTERACTION. -----

Table D-4
RATIONALE FOR THE SITE SELECTION MODEL

CRITERION: COST

VARIABLE 1: DGE NUCLEAR REACTOR

LEVELS	LOST
NONE	0

GROUND (INT + EXT) 525

+ CONVENTIONAL MAPS 560

+ LOW LEVEL HELO 595 THIS IS ASSUMING A HELO SUPPLIED BY OTHER PEOPLE.

+ ANCILLARY DATA 700

CRITERION:		USER
1	2	3
4	5	
6	7	8
9	10	11

VARIABLE 1 : DOE NUCLEAR REACTOR

THE DATA WILL PRIMARILY INVOLVE INTERIORS, NOT EXTERIORS. TUNNELS, CORRIDORS, INGRESS, EGRESS, A LOT OF ANCILLARY DATA, E.G., A 150-PAGE MANUAL, AND POSSIBLY SOME SCHEMATICS ON PLUMBING AND WIRING.

"CONVENTIONAL MAPS" INCLUDE MAPS AND BLUEPRINTS, BUT NOT PLUMBING AND WIRING, ETC.

CLASSIFICATION PROBLEMS.

Table D-4 (Continued)

VARIABLE 2: OLYMPIC SITE--L6 CRITERION: COST

LEVELS	COST
NONE	0
GRND(INT/EXT TOTCL)	562
+ LOW LEVEL HELD	600
+ ANCILLARY DATA	750

A BIG GAP BETWEEN LEVEL THREE AND LEVEL FOUR.

VARIABLE 2: OLYMPIC SITE--LA

CRITERION:		USER
1	2	3
0	60	80 100

SIMILAR TO DOE REACTOR: DOES NOT INVOLVE PANORAMA. BUT RATHER, INSIDES OF CRITICAL BUILDINGS, INGRESS, EGRESS, POWER LINES, PHONE LINES. A TACTICAL MAP, POSSIBLY BLUEPRINTS, FIELD-OF-VIEW--INSIDE LOOKING OUT (SAME AS THE EMBASSY).

Table D-4 (Continued)

CRITERION: COST

VARIABLE 3: FULDA GAP

LEVELS	COST
NONE	0
MAPS	225
+ ATTACHE PHOTOG.	315
+ ANCILLARY DATA	450

THERE IS POSSIBLY A BIG PROBLEM WITH ANCILLARY DATA, ALTHOUGH MUCH OF IT IS ATTACHE.

VARIABLE 3: FULDA GAP

CRITERION: USER
1 2 3 4
0 60 90 100

A GOOD DEAL OF EXISTING PHOTOGRAPHY, DETAILED TERRAIN MAPS, THIS WOULD BE ESPECIALLY GOOD FOR ATTACHE. HOWEVER, THERE WOULD NOT BE MUCH SURROGATE TRAVEL.

Table D-4 (Continued)

CRITERION: COST

VARIABLE 4: CIA CITY

LEVELS	COST
NONE	0

CIA PHOTO + MAPS	350
------------------	-----

+ ANCILLARY DATA	400
------------------	-----

+ TOURIST PHOTOG.	500
-------------------	-----

ASSUME THAT CIA DOES THE PHOTOGRAPHY AND THE MAPS AND ITC DOES THE ATTACHE/TOURIST PHOTOGRAPHY, ADDING A RICHER PHOTO BASE---BEYOND WHAT THE CIA DOES.

Table D-4 (Continued)

VARIABLE 4: CIA CITY		CRITERION: USER	
1	2	3	4
0	86	90	100

THIS WOULD BE USED PRIMARILY FOR TRAINING AGENTS.

NOTE THAT WITH CIA CITY, ITC WOULD TRAIN THE CIA ON PHOTOGRAPHY AND THEY WOULD THEN DO THEIR OWN FILMING.

CLASSIFICATION PROBLEMS.

Table D-4 (Continued)

VARIABLE 5: 29 PALMS/USMC CRITERION: COST

LEVELS	COST	
GRND/HELO(USMC)	0	
PROF. FILM CREW	292	
+MAR EXRCSE, DEL MSTR	585	
+MAR EXRCSE, REMASTER	650	THIS LEVEL IMPLIES MASTERING A SECOND DISK, AND YOU RE-INCUR ALMOST ALL THE COSTS BY GOING BACK OUT THERE, EVEN IF IT'S ONLY FIVE MINUTES WORTH ON THE DISK.

Table D-4 (Continued)

VARIABLE 5: 29 PALMS/USMC

CRITERION: USER
 1 2 3 4
 0 35 65 100

MOST PREFERRED SITE.

NOTE THAT TO DELAY THE FILMING OF 29 PALMS TWO MONTHS MIGHT ACTUALLY
 DELAY THE CONSTRUCTION OF THE DISC FOR MORE THAN TWO MONTHS.

VARIABLE 6. USMC-5 OMAN SITES CRITERION COST

LEVELS	COST	
NONE	0	
HELO OFLY + REF MAP	665	ASSUMED TO BE PROVIDED.
+ LIMITD GRND DATA	760	CONTAINS ANCILLARY DATA.
DETAILED GRND, 1 SITE	950	DETAILED GROUND FOR ONLY ONE OF THE FIVE SITES.

VARIABLE 7: USMC-EGYPT, KENYA, SOM CRITERION: COST

LEVELS	COST
NONE	0
HELO OFLY + REF MAP	700
+ LIMTD GRND DATA	800
DETAILED GRND, 1 SITE	1000

PROVIDED BY OTHERS.

Table D-4 (Continued)

VARIABLE 8: USMC-DIEGO GARCIA CRITERION: COST

LEVELS	COST
NONE	0
HELO OFLY + REF MAP	680
+ LIMTD GRND DATA	765
DETAILED GROUND	850

VARIABLE 9: USMC-NORWAY

LEVELS COST

NONE

0

HELO OFLY + REF MAP 585 PROVIDED BY OTHERS.

+ LIMTD GRND DATA 675

DETAILED GROUND 900

VARIABLE 10: EDJTF--12 SITES

CRITERION	USER
1 2 3 4	
0 30 100 100	

NOTE THAT THE TIME TO PRODUCE ONE OVERHEAD TRANSFORMED PHOTO IS ON THE ORDER OF 24 HOURS.

CRITERION: COST

VARIABLE 10: RDJTF--12 SITES

LEVELS	COST
NONE	0
12 SITES, ATTACHE	285
L2+ 1 FULL OHD TRANS	299
L2+ 4 LMTD OHD TRANS	300

IN GENERAL, THIS VARIABLE IS RELATIVELY INEXPENSIVE BECAUSE THERE IS A DEARTH OF DATA.