
Artemis I - Quatrième jour de vol

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Le samedi 19 novembre, l'équipe de gestion de la mission a sondé "go" pour le survol propulsé d'Orion au-delà de la Lune. La NASA couvrira le survol en direct sur NASA TV, le site Web de l'agence et l'application NASA à partir de 7 h 15 HNE le lundi 21 novembre. La brûlure est prévue pour 7 h 44. Orion perdra la communication avec la Terre en passant derrière la Lune de 7 h 25 à 7 h 59, faisant son approche la plus proche d'environ 80 milles de la surface à 7 h 57.

Au cours du quatrième jour de vol, les contrôleurs de vol ont déplacé chaque panneau solaire dans une position différente pour tester la force du signal WiFi avec les panneaux dans différentes configurations. Le responsable des communications intégrées, ou INCO, a testé le taux de transfert WiFi entre la caméra située à l'extrémité des panneaux solaires et le contrôleur de caméra. L'objectif était de déterminer la meilleure position pour transférer le plus efficacement possible les fichiers d'imagerie. Les équipes ont appris que le fait d'avoir plusieurs caméras allumées à la fois peut avoir un impact sur le débit de données WiFi, et par conséquent, les futures activités de transfert de fichiers d'ailes de panneaux solaires seront effectuées à partir d'une aile de panneaux solaires à la fois pour optimiser le temps de transfert.

Le responsable des urgences, de l'environnement et des consommables, ou EECOM, a testé le système de radiateur d'Orion. Deux boucles de radiateur sur le module de service européen du vaisseau spatial aident à expulser l'excès de chaleur généré par différents systèmes tout au long du vol. Les contrôleurs de vol testent des capteurs qui maintiennent le débit de liquide de refroidissement dans les boucles de radiateur, commutant entre différents modes de fonctionnement et surveillant les performances. En mode vitesse, les pompes de liquide de refroidissement fonctionnent à un débit constant. Il s'agit du mode principal utilisé pendant Artemis I. Le mode de contrôle du débit ajuste la vitesse de la pompe selon les besoins pour maintenir un débit constant dans le système. L'objectif des essais en vol est de surveiller les performances du système et la précision des capteurs de débit pour caractériser la stabilité de ce mode de fonctionnement. Chaque boucle est surveillée en mode de contrôle de flux pendant 72 heures pour fournir suffisamment de données à utiliser lors de missions futures.

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Les suiveurs d'étoiles sont des caméras sensibles qui prennent des photos du champ d'étoiles autour d'Orion. En comparant les images à sa carte d'étoiles intégrée, le traqueur d'étoiles peut déterminer dans quelle direction Orion est orienté. Les suiveurs d'étoiles sur Orion sont situés sur le module de service européen de chaque côté de la caméra de navigation optique. Cette photo de novembre 2019 a été prise alors que l'équipage d'Orion et la pile de modules de service pour Artemis I étaient sortis de la cellule d'assemblage final et de test

(FAST).

Dans le cadre des tests prévus tout au long de la mission, l'officier de guidage, de navigation et de contrôle, également connu sous le nom de GNC, a effectué le premier de plusieurs tests des suiveurs d'étoiles qui prennent en charge le système de navigation d'Orion. Les suiveurs d'étoiles sont un outil de navigation qui mesure les positions des étoiles pour aider le vaisseau spatial à déterminer son orientation. Au cours des jours de vol précédents, les ingénieurs ont évalué les données initiales pour comprendre les lectures des suiveurs d'étoiles corrélées aux déclenchements des propulseurs.

Les ingénieurs espèrent caractériser l'alignement entre les suiveurs d'étoiles qui font partie du système de guidage, de navigation et de contrôle et les unités de mesures inertielles d'Orion, en exposant différentes zones du vaisseau spatial au Soleil et en activant les suiveurs d'étoiles dans différents états thermiques.

Juste après 17h30. le 19 novembre, Orion avait parcouru 222 823 milles de la Terre et se trouvait à 79 011 milles de la Lune, naviguant à 812 milles à l'heure. Vous pouvez suivre Orion via le site Web Artemis Real-Time Orbit, ou AROW.

Du jour au lendemain, les ingénieurs du contrôle de mission relieront de gros fichiers de données à Orion pour mieux comprendre combien de temps il faut au vaisseau spatial pour recevoir des fichiers volumineux. Le cinquième jour de vol, Orion subira sa troisième brûlure de correction de trajectoire sortante prévue pour manœuvrer le vaisseau spatial et rester sur la bonne voie vers la Lune.

Be found - Be connected

Digital marketing refers to any marketing activity that uses digital channels to promote a product, service, or brand. Digital channels include search engines, social media platforms, email, mobile apps, websites, and other digital media. Digital marketing is important because more and more people are spending time online, and businesses need to reach their target audience where they are spending their time.

These are just a few examples of digital marketing strategies. The key to a successful digital marketing campaign is to identify your target audience, select the right channels, create valuable content, and track and measure your results to continually improve your strategy.

SEO

SEO, or search engine optimization, is a digital marketing strategy that involves optimizing your website and its content to rank higher in search engine results pages (SERPs) and drive more organic traffic to your site. The goal of SEO is to make it easier for search engines like Google to understand what your website is about and to provide valuable and relevant content to users who are searching for information related to your business or industry.

SEO is an ongoing process that requires continuous monitoring, tracking, and optimization to achieve and maintain high search engine rankings. It's also important to keep up-to-date with the latest SEO best practices and algorithm updates to ensure that your website stays ahead of the competition.

PPC, or pay-per-click advertising

PPC, or pay-per-click advertising, is a digital marketing strategy that involves placing ads on search engine results pages (SERPs) or social media platforms and paying for each click on the ad. PPC ads are typically shown at the top or bottom of search engine results pages, or within social media feeds, and they are marked as ads to differentiate them from organic search results.

PPC advertising works on an auction system, where advertisers bid on the keywords and phrases they want to target, and the ad platform (such as Google Ads or Facebook Ads) selects the winning ad to display based on a variety of factors, including bid amount, ad quality, relevance, and other factors.

PPC ads can be highly targeted, allowing businesses to reach specific audiences based on demographics, interests, behaviors, and other factors. They can also be optimized for specific goals, such as driving website traffic, generating leads, or increasing sales.

PPC advertising can be complex and requires ongoing monitoring and optimization to achieve the best results. It's important to have a clear strategy, set realistic goals, and continually test and refine your campaigns to ensure they are delivering the best possible results.

Social media marketing

Social media marketing is a digital marketing strategy that involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to build brand awareness, engage with customers, and drive traffic to your website.

Social media marketing typically involves creating and sharing content, such as images, videos, and text-based posts, that are designed to engage and entertain your audience, promote your products or services, and build brand loyalty. Social media marketing also involves interacting with your followers and responding to their comments and messages.

To be successful in social media marketing, it's important to have a clear strategy, set measurable goals, and consistently create and share high-quality content that resonates with your target audience. It's also important to track and measure your results and continually refine your approach to ensure you are achieving the best possible outcomes.

Email marketing

Email marketing is a digital marketing strategy that involves sending targeted emails to your subscribers or customers to promote your products or services, build relationships, and drive conversions. Email marketing can take many forms, including newsletters, promotional emails, product updates, and more.

To be successful in email marketing, it's important to have a clear strategy and set measurable goals. This involves building a quality email list of subscribers who have opted-in to receive emails from your business, creating engaging content that resonates with your audience, and consistently testing and optimizing your campaigns to achieve the best results.

It's also important to comply with email marketing regulations, such as the CAN-SPAM Act, by including clear opt-out links and contact information in your emails and avoiding misleading or spammy messaging.

Content marketing

Content marketing is a digital marketing strategy that involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the goal of driving profitable customer action.



Content marketing can take many forms, including blog posts, videos, infographics, podcasts, social media posts, and more. The key is to create content that provides value to your target audience and aligns with your business objectives.

To be successful in content marketing, it's important to have a clear strategy and set measurable goals. This involves identifying your target audience, understanding their needs and interests, and creating content that aligns with their preferences and expectations.

It's also important to consistently create and share high-quality content that is optimized for search engines and promoted through social media and other channels. This involves creating a content calendar, conducting keyword research, and leveraging analytics and other tools to track and measure your results and continually refine your approach.

Affiliate marketing

Affiliate marketing is a digital marketing strategy where a business partners with an affiliate or publisher to promote its products or services in exchange for a commission on sales or leads generated through the affiliate's efforts. This means that the affiliate promotes the business's products or services on their website or other digital channels and earns a commission for each sale or lead that they refer.

To be successful in affiliate marketing, it's important to choose the right affiliates and build strong relationships with them. This involves identifying affiliates who are a good fit for your business and who have an audience that aligns with your target market.

It's also important to provide affiliates with high-quality promotional materials, such as banner ads and product descriptions, and to track and measure the results of your affiliate marketing campaigns to continually refine your approach and optimize your results. Additionally, it's important to comply with relevant laws and regulations, such as the Federal Trade Commission's guidelines on endorsements and testimonials.

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NASA, James Webb, Hubble Space Telescope

Address 111 Av du Main

Contact Person Marketing

Mobile Number 646660078

Email marketing@bleu7.com

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