
Dcollage! La mga fuse Artemis I de la NASA lance Orion sur la Lune

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Après un lancement réussi du Space Launch System (SLS) de la NASA, la fusée la plus puissante au monde, le vaisseau spatial Orion de l'agence est en route vers la Lune dans le cadre du programme Artemis. Transportant un Orion sans équipage, SLS a décollé pour ses débuts d'essais en vol à 1 h 47 HNE mercredi depuis la rampe de lancement 39B au Kennedy Space Center de la NASA en Floride.

Le lancement est la première étape d'une mission dans laquelle Orion devrait parcourir environ 40 000 milles au-delà de la Lune et revenir sur Terre en 25,5 jours. Connue sous le nom d'Artemis I, la mission est un élément essentiel de l'approche d'exploration Moon to Mars de la NASA, dans laquelle l'agence explore au profit de l'humanité. C'est un test important pour l'agence avant de faire voler des astronautes sur la mission Artemis II.

« Quel spectacle incroyable de voir la fusée Space Launch System de la NASA et le vaisseau spatial Orion se lancer ensemble pour la première fois. Ce test en vol sans équipage poussera Orion aux limites des rigueurs de l'espace lointain, nous aidant à nous préparer à l'exploration humaine sur la Lune et, finalement, sur Mars », a déclaré l'administrateur de la NASA, Bill Nelson.

Après avoir atteint son orbite initiale, Orion a déployé ses panneaux solaires et les ingénieurs ont commencé à effectuer des vérifications des systèmes du vaisseau spatial. Après environ 1,5 heure de vol, le moteur de l'étage supérieur de la fusée a tiré avec succès pendant environ 18 minutes pour donner à Orion la grande poussée nécessaire pour l'envoyer hors de l'orbite terrestre et vers la Lune.

Orion s'est séparé de son étage supérieur et se trouve sur sa côte sortante vers la Lune, propulsé par son module de service, qui est la centrale propulsive fournie par l'ESA (Agence spatiale européenne) grâce à une collaboration internationale.

"Il a fallu beaucoup de temps pour arriver ici, mais Orion est maintenant en route vers la Lune", a déclaré Jim Free, administrateur associé adjoint de la NASA pour la direction des missions de développement des systèmes d'exploration. "Ce lancement réussi signifie que la NASA et nos partenaires sont sur la bonne voie pour explorer plus loin dans l'espace que jamais auparavant au profit de l'humanité."

Au cours des prochaines heures, une série de 10 petites enquêtes scientifiques et démonstrations technologiques, appelées CubeSats, se déploieront à partir d'un anneau qui reliait l'étage supérieur au vaisseau spatial. Chaque CubeSat a sa propre mission qui a le potentiel de combler des lacunes dans notre connaissance du système solaire ou de démontrer des technologies qui pourraient bénéficier à la conception de futures missions d'exploration de la Lune et au-delà.

Le module de service d'Orion effectuera également la première d'une série de brûlures pour maintenir Orion sur la route vers

la Lune environ huit heures après son lancement. Dans les prochains jours, les contrôleurs de mission du Johnson Space Center de la NASA à Houston effectueront des vérifications supplémentaires et des corrections de cap si nécessaire. Orion devrait voler près de la Lune le 21 novembre, effectuant une approche rapprochée de la surface lunaire sur son chemin vers une orbite rétrograde lointaine, une orbite très stable à des milliers de kilomètres au-delà de la Lune.

"La fusée Space Launch System a fourni la puissance et les performances nécessaires pour envoyer Orion en route vers la Lune", a déclaré Mike Sarafin, responsable de la mission Artemis I. "Avec l'accomplissement de la première étape majeure de la mission, Orion va maintenant se lancer dans la phase suivante pour tester ses systèmes et se préparer aux futures missions avec des astronautes."

La fusée SLS et le vaisseau spatial Orion sont arrivés sur la rampe de lancement 39B de Kennedy le 4 novembre, où ils ont surmonté l'ouragan Nicole. Après la tempête, les équipes ont effectué des évaluations approfondies de la fusée, du vaisseau spatial et des systèmes au sol associés et ont confirmé qu'il n'y avait aucun impact significatif du temps violent.

Les ingénieurs ont précédemment ramené la fusée au bâtiment d'assemblage de véhicules (VAB) le 26 septembre avant l'ouragan Ian et après avoir annulé deux tentatives de lancement précédentes le 29 août en raison d'un capteur de température défectueux et le 4 septembre en raison d'une fuite d'hydrogène liquide à une interface entre la fusée et le lanceur mobile. Avant de revenir au VAB, les équipes ont réussi à réparer la fuite et ont démontré les procédures de mise à jour des réservoirs. Dans le VAB, les équipes ont effectué une maintenance standard pour réparer les dommages mineurs à la mousse et au liège du système de protection thermique et recharger ou remplacer les batteries dans tout le système.

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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