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## Getmapping Launches New Website

*Hartley Wintney, February 10th 2009* - Getmapping has launched a new website to focus attention on the new products and services it will be offering to its customers during 2009. Getmapping are pioneers in the capture of digital aerial photography of Britain and online delivery to businesses and the public at large through [getmapping.com](http://getmapping.com). The new site has been built from the ground up and continues to serve customers who wish to order data online but will now provide much more information about the company and its services.

Flying continues to be at the heart of the Getmapping operation, it has two of its own digital cameras to carry out its re-fly program and fly-to-order contracts and has access to additional resources due to its membership of the AeroGRID consortium ([www.aerogrid.net](http://www.aerogrid.net)) enabling it to make the most of Britain's infrequent clear weather intervals. Thanks to new workflows and algorithms Getmapping can also create digital elevation models as part of the image processing procedure. In addition Getmapping has pioneered camera technology with its partners to capture increasingly popular oblique images.

The availability of this rich combination of data enables Getmapping to offer a range of other services including 3D landscapes and building models. The company also supplies a full complement of mapping products from both the Ordnance Survey and the nascent People's Map project.

"Whilst we are still driven by our aerial imagery capture programme and continue to update our nationwide aerial survey we are offering a much wider range of products and services than ever before and our new website reflects this change in our business. Much of this new focus comes through strategic alliances and partnerships and we enter 2009 with an ambitious flying programme plus a number of new products, and services which we will be launching in the coming weeks," said Tristram Cary, Managing Director of Getmapping. "We now have the most comprehensive collection of imagery and mapping of the UK currently available, and will support it with a number of new services which will enhance our overall offering," continued Cary.

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