

# PRESS RELEASE

Release Date: 8 July 2005

Release No: CCL05/77

Ref No: 29859-BM-G-PR

## **Getmapping Unfurls Landscape Secrets**

Five years ago Getmapping.com became the first ever company to provide a complete aerial photographic map of England, Wales and lowland Scotland - known as the 'Millennium Map'. Now, using the very latest in digital survey camera technology, Getmapping is re-flying the entire country. The result is ultra detailed aerial images that reveal an entirely new picture of the UK that has until now been hidden to the naked eye.

Having already re-flown 45,200 sq. km of the UK since operational flying began in August 2004, high-resolution images covering from 0.5km x 0.5km up to 10km x 10km on the ground now provide customers with more in depth and up-to-date information.

"The ultra detailed images really are a major leap forward in aerial photography. They give a real sense of the urban fabric within which an architect is working, capturing the essence of a site in terms of its surrounding location, infrastructure and public space," comments Tristram Cary, Getmapping Managing Director. "The detail is immense, you can clearly identify buildings, streetscapes and even types of shrubs."

The enhanced quality of the new digital imagery technology means that areas<sup>1</sup> can be flown at a resolution of 10cm for ultra-detailed aerial photography – opening up much wider opportunities for use than has previously been possible. In addition, the camera also records near infrared data as well as colour photography to help facilitate site assessment.

Furthermore, by combining height data, also available from Getmapping and the imagery, architects can create sophisticated 3D site simulations.

“We are delighted with the quality of the data we are now able to offer,” confirms Tristram Carey. “Re-flying the Millennium Map on a three year cycle, using new digital technology, means that our customers now have access to regularly maintained high resolution data to fulfil their broader business needs.”

**– ENDS –**

---

<sup>1</sup> Ultra-detailed resolution images are currently available for 27 cities including: Edinburgh, Newcastle Upon Tyne, Sunderland, York, Sheffield, Lincoln, Nottingham, Derby, Leicester, Coventry, Northampton, Cambridge, Norwich, Ipswich, Gloucester, Cheltenham, Oxford, Swindon, Bristol, Reading, Bournemouth, Portsmouth, Southampton, Guildford, Brighton, Southend on Sea, Greater London.