



GETMAPPING TO CAPTURE OBLIQUE IMAGES OF GREATER LONDON

Getmapping Plc, the first company to capture the entire UK in 25cm high resolution vertical aerial imagery is continuing the trend by leading the way in attaining oblique imagery of the UK.

With a growing demand for their new oblique imagery product MultiVision™, Getmapping has announced today it will start capturing oblique imagery for the whole of Greater London.

Oblique photography used within the MultiVision™ toolset provides a comprehensive 3D virtual image of environments and landscapes. The immediacy of this rich visual information means it is increasingly being seen as a valuable tool in developing strategies for emergency services and planning departments alike.

The initial high-resolution oblique imagery will offer a snapshot of the Capital. Coverage of central and eastern areas of London will provide an overview of the potential benefits of oblique for organisations including the Metropolitan Police, fire services, local authorities and construction industries.

The Getmapping MultiVision™ oblique system supplies far more information than conventional vertical aerial photography. It offers a multi-perspective on-screen viewing and measurement tool that integrates oblique and vertical aerial photographs in a single information system. The software intelligently registers the oblique imagery with the 3D coordinates provided by the vertical photography and digital terrain model and so creates a seamless multi-dimensional viewing, navigation and measuring tool. The simple interface provides a more easily understood 3D perspective, and one which is more familiar to end users.

3D measurements of any elements in the built environment can be made directly on the oblique photography, whilst other layers of coordinate based information can be overlaid and tagged. These measurements can also be instantaneously extracted for use in other systems.

Richard Metcalfe, Getmapping's business development manager says: "Oblique photography has been used extensively by emergency services in America. Now there is a growing demand for it in the UK and, as the leading supplier of aerial photography, we feel it is commercially viable to start acquiring imagery to meet this demand.

"The initial coverage of London will provide a range of views of the City and illustrate the benefits of the product. We believe that Multivision™ will be an extremely valuable tool for emergency services and local authorities in implementing safety procedures. It will also be useful for developers such as those working on the Olympic sites."

In the initial stages, Getmapping will capture oblique photography of central London including tourist attractions such as Westminster Abbey, Whitehall and the Palace of Westminster, it will move easterly taking in the developments around Stratford, the future Olympic village and the outer boroughs of London. The photography is scheduled to be captured in the coming months, depending on weather and flight path approvals.

For further information about oblique aerial photography contact Richard Metcalfe on 01252 849403 or email richard.metcalfe@getmapping.com