

# PRESS RELEASE

## GETMAPPING SHOWCASE OFFERS AERIAL PHOTOGRAPHY WITHOUT THE HEADACHE

Getmapping, Stand J9, Civils 2005  
22-24 November, National Hall, Olympia, London

Getmapping, the UK's leading supplier of aerial photography, will be showcasing two innovative new state-of-the-art solutions at this year's Civils 2005 Exhibition.

- **SIMurban**; a 3D World Simulator, SIMurban has the potential to revolutionise the future of sustainable planning
- **Imagexpress**: a family of services offering businesses an effective solution in the management of their every day IT and website requirements.

### **SIMURBAN**

SIMurban has been developed by Getmapping together with leading software developer, SIMmersion Holdings Pty Ltd. Designed using the latest in graphics acceleration hardware SIMurban combines Getmapping's ultra-detailed aerial photography plus height data to generate a photorealistic 3D world terrain.

SIMurban allows planners, city councils, building developers and government agencies to build and visualise highly realistic and contextual simulations of real-world environments at accelerated speed on standard desktop hardware. Structural and feature models can be quickly imported from commercial CAD packages like ArchiCAD, Microstation or 3D Studio Max, set in a location context and viewed in the real-time. The model can be used to illustrate how shadows fall at any time of year, indicate how structures will block a view and how they will appear from any point in the model.

“With real-time interaction and an instant 3D visualisation, SIMurban enables everyone involved in the planning process to easily understand the impact of planning changes and development proposals long before the first brick is laid,” explains **Tristram Cary, Getmapping Managing Director**. “As a result, decisions no longer need to be based on educated guesswork associated with two-dimensional drawings that lack a thorough understanding of all the real world visual perspectives. SIMurban stands to be one of the greatest decision-making tools ever.”

## **IMAGEXPRESS**

Imagexpress is a family of web services from Getmapping that provides access to a national aerial photography from any single location and internet connection. Enabling the integration of photography with a client's own geographic data, secure servers are maintained around the clock. Services available include:

- **Imagexpress WMS™** - the first OGC compliant Web Map Service that can serve the national aerial image dataset straight to your desktop GIS or IMS to allow you to integrate aerial imagery with your own geographic information using commercial off the shelf software.
- **Imagexpressdirect™** - the first web hosting service that allows you to embed aerial imagery dynamically into your own map viewers on your website.
- **Imagexpressplus™** - the first interactive web viewer for accessing the national aerial image dataset through your web browser.

An industry already benefiting from the application of Imagexpress is that of Estate Agents. Joanna Hayes, Sales Manager for Primelocation comments: "This is an extremely useful and timesaving tool designed to make the house hunting process more interesting while saving considerable time at the initial research stage, all without leaving the home."

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