

July 2004

## **Getmapping Aerial Photography For The Media**

Getmapping has announced a new online Aerial Photography service aimed at newspapers, magazines and TV production companies. The new service provides startling bird's eye views of towns, villages, streets and houses or land throughout every part of England, Wales and much of Scotland.

The aerial photographs can be used to enliven major stories illustrating anything from crime scenes to new housing estates and roads, accident sites and archaeological digs. The service allows the high quality images to be downloaded for immediate use. The high resolution images can cover areas from 0.5sq km to 10sq km and include ultra-detailed imagery from towns and cities that clearly shows details such as road markings and garden features.

'I have to say we are fans of this service and have become regular users,' said Steve Mitchell, Picture Editor for the Nottingham Evening Post. 'We have used the service several times to provide an extra dimension to major stories. There have been two crime stories one of which was about a crime spree in a particular street where we used the photography to pinpoint individual businesses. In another we used the photography to illustrate a piece of inner city parkland scheduled for redevelopment and were able to show how it would affect neighbouring properties. It certainly adds to the picture editor's armoury and its available online whenever we need it,' continued Steve Mitchell.

Another compelling example came from television during the BBC's programme on the Shipman case. Getmapping's aerial photography was used to great effect in time-sequenced photomaps showing the homes of Shipman's victims, clearly indicating the growing cluster centred on Shipman's practice. (This can be viewed on the BBC website)

-end-

For editorial enquiries, please contact William Allbrook on 01666 826641  
*Please fax colour separation requests to fax no. 01666 824668*  
**All reader enquiries to [www.getmapping.com/news](http://www.getmapping.com/news) or call 0870 770 4658**