



PRESS RELEASE

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The Countryside Agency adopt Getmapping's Imagexpress WMS service.

The Countryside Agency has gained instant access to nation-wide aerial photography direct from Getmapping's servers into their "LAR:Go" web mapping system.

The Countryside Agency's Landscape Access and Recreation division (LAR) has adopted Getmapping's Imagexpress WMS™ service to serve aerial imagery to staff through their ESRI ArcIMS based web mapping system: "LAR:Go". The Agency purchased a licence for England-wide aerial photography in 2003 for use on the Open Access mapping project. The licence covers data from the first coverage of the Millennium Map as well as updates that are being provided on a continual basis from Getmapping's programme to capture the next version of the Millennium Map. The Agency has been looking at the most cost effective and efficient ways of increasing the accessibility of this important and valuable asset throughout the organisation.

A Web Map Service (WMS) is a server that hosts image data as one or more GIS layers, and provides that data over the internet in response to requests from remote "clients". These clients can be desktop GIS or Internet Map Servers (IMS) used by a customer to access or distribute map data in the organisation. WMS is a standard defined by the Open Geospatial Consortium (OGC), so any OGC compliant software can connect to a WMS. Imagexpress WMS™ is Getmapping's WMS offering which is based upon the server technology that has been in place for over four years successfully serving imagery over the internet to a variety of end users. Imagexpress WMS™ is the first commercially available WMS that is capable of serving multiple layers of national aerial image data straight onto desktop GIS or IMS, allowing users to integrate aerial imagery with their own geographic information. It is currently serving 1.5M images per month to our existing customers on a suite of new servers that have extremely impressive performance characteristics.

Imagexpress WMS™ can be provided as an added value service to existing licensees of Getmapping imagery, or as a "pay-as-you-use" service to customers who need access to national imagery on an occasional or piecemeal basis.

"The Countryside Agency's Landscape Access and Recreation division (LAR) has a requirement to access aerial imagery across key business areas and the WMS service provides us with the most cost effective and efficient solution," says Chris Burstow from the Countryside Agency. "Providing access to the national coverage imagery was proving a huge challenge, even in our desktop GIS, particularly in terms of speed of response and data storage. The WMS provides instant imagery directly and the imagery can now be viewed alongside OS mapping and internal data by staff in all our regional offices."

Richard Metcalfe, Strategic Sales Manager of Getmapping Plc comments: "Serving aerial photography directly from Getmapping's servers provides the Countryside Agency with high speed access to our complete aerial photography dataset and continual updates with an

absolute minimum of fuss. Furthermore, it has resulted in significant savings on hardware, software and personnel costs to the Agency by negating the need for them to set up and maintain their own servers to hold the aerial photography. With the market demanding ever increasing resolution for aerial imagery and consequential increase in storage requirements and network traffic management, we at Getmapping have been working hard to ensure that our customers are unconstrained in their use of our high quality data - Imagexpress WMS™ is proving to be an invaluable service to our customers”

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Notes to Editor:

Getmapping: Formed in 1998, Getmapping is a major UK based aerial photography and mapping company. The company has surveyed more of the country from the air than any other, and has complete coverage of England, Wales and lowland Scotland, providing ‘off-the-shelf’, seamless aerial photography of the country available at a consistent level of quality and detail. Getmapping also offer a range of complimentary products such as professional mapping, height data and third party international aerial photography, partnering with organisations such as the Ordnance Survey.

The Countryside Agency: The Countryside Agency is the statutory body working to make the quality of life better for people in the countryside and the quality of the countryside better for everyone. It is a non-departmental body sponsored by the Department for Environment, Food and Rural Affairs (Defra).

The Countryside Agency’s Landscape, Access and Recreation division aims to help everyone respect, protect and enjoy the countryside – protecting natural landscapes; and encouraging access to, enjoyment of and sustainable management and use of the countryside.