

PRESS RELEASE

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Aerial Photography a Vital Tool for Insurance Industry

Getmapping aerial photography - an essential tool for risk assessment and claim appraisal process after a major weather event.

Using the latest in digital survey camera technology, Getmapping provide a complete aerial photographic map of England, Wales and lowland Scotland. Having produced the first complete image in 1999 - known as the 'Millennium Map' - the company is currently re-flying the entire country.

Getmapping also has the capability to obtain imagery after major weather events that involve too many properties for insurance company representatives to inspect in a reasonable period of time. In combination with previously flown aerial photography, loss adjusters and insurers will get a detailed 'before and after' record of damage thereby reducing the possibility of fraudulent claims.

Most recently Getmapping has taken aerial photos of the area in Birmingham affected by a tornado. Winds reaching in excess of 130 MPH tore through city streets leaving a trail of destruction and havoc, damaging in excess of 1000 buildings and requiring that 20 be bulldozed.

Furthermore, in the aftermath of the clean-up operation it has emerged that up to half of those affected were uninsured and may not be able to repair their homes without

Government help. In clarifying the situation and establishing a positive outcome for all involved, Getmapping images serve to help professionals engaged in the claim process.

“The level of detail visible in the ultra detailed photos makes them ideal for insurance applications in these situations” comments Tristram Cary, Getmapping Managing Director. “The photographs allow insurers to see and evaluate the impact of such an event on any specific site and aid the risk assessment process.”

New digital imaging technology means that areas¹ can be flown at a resolution of 5cm providing ultra-detailed aerial photography identifying every landscape feature. These images open up much wider opportunities for use than has previously been possible enabling claims officials to assess minute details such as building structures.

Tristram continues, “We are delighted with the quality of the data we are now able to offer. 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.”

Getmapping is working with ‘Pinpoint Online’ (see <http://www.pointofview-uk.com>), an internet based service for claims assessment and processing which allows easy access to high resolution aerial photography and mapping. The service is already being used by several leading insurance companies and is set to become a valuable tool in the loss adjusters toolkit when it comes to major storms and flood events.

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¹ 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.

