



Getmapping 3D GIS seminar is a success

At its 3D GIS seminar, Getmapping Plc, the UK's leading aerial photography company and provider of base data for 3D models, revealed that 3D projects do not have to be expensive. They can be achieved cost effectively through a progressive strategy that commences with basic datasets and builds over time into a fully detailed model.

The one day seminar, held in April at Bath Spa University, was attended by almost 100 people from a variety of sectors, including tourism, emergency services, local authorities, utilities companies, land and transport developers, and engineers. All the attendees had one aim: to discover how to develop cost effective 3D solutions.

The seminar's key theme was that a clear 3D strategy needs to be adopted using a single 3D-modelling framework of the entire area. Built up over time this model will become increasingly detailed.

In addition, it was highlighted that the latest streaming technology allows easy viewing of 3D models over the internet. This offers an organisation the best value from its investment by allowing information to be shared between groups and by providing visual access to the widest audience. For example, during the public consultation process of a project, communities would be able to view 3D proposals via the internet. Other departments would also be able to access the information and add to it.

Aerial imagery is a key source of data for all levels of 3D models - from vertical aerial photography used for building geometry through to oblique aerial photography from which building textures can be obtained. Photogrammetry (stereo vertical photography) can be used to provide high precision, detailed, 3D information.

Phil Stoneman of the Metropolitan Police found the seminar very informative, and its application important for future policing.

He said: "Being able to see buildings from different directions is very important. Detailed 3D maps will be vital for planning the security of the Olympic games, especially as the environment is not yet built.

"Increasingly we are moving to centralised control centres and the depth of local knowledge is not there. Having a good 3D model of the environment is a useful add on.

"We are limited by budgetary constraints but as we have learnt today you start on a small scale and then move to full scale."

Tristram Cary, managing director of Getmapping commented: "Many UK authorities and bodies have access to aerial photography today. Greater use of this data can be obtained by applying it to a 3D environment.

"The common assumption is that this technology is expensive. The seminar has shown that through a strategic, targeted approach it is very affordable and valuable.

"There was an overall concern about standardisation of software and getting locked into technology. By using recognised data formats this can be overcome.

"The feedback we have received about the seminar has been excellent and we will be organising further seminars in the future."

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Notes to editors:

The speakers discussed the following subjects:

Dave Horner, MD, Geosense – Base data and building models,

Richard Metcalfe, 3D Business Development Manager, Getmapping – Oblique photography and 3D model extraction,

Simon Gardiner, MD, G-VR – A working 3D model, database structures and analysis tools,

Rune Fjellvang, MD, myVR – Access to the model via the internet

ABOUT GETMAPPING

Getmapping is the UK's leading provider of aerial photography and digital mapping. Set up in 1998, the geospatial imagery company based in Hartley Wintney, Hampshire is the only business to be re-flying the country at 12.5cm resolution. A reseller of professional mapping, oblique photography, height data, OS maps and third party aerial photography, Getmapping services a wide variety of industry including press and media, local authorities, construction sector, environmental consultants and the public. It also provides mapping services for specific client needs and has undertaken contracts to provide bespoke image databases.