



**Getmapping offers local authorities way of sharing aerial photography  
with all residents**

Getmapping Plc is to deliver a simple and cost effective product, which will allow its high resolution imagery to be made available to the general public via council websites, powered by iShareMaps.

The solution uses industry-standard protocols, to deliver a seamless and map-accurate layer of geographic data from Getmapping's servers, removing much of the effort of integration and computation from local authorities. It will give councils compelling content to drive citizens to their websites, and provide a powerful vehicle for communication between the public.

The 12.5cm resolution imagery will allow residents to zoom in to view unsurpassed detail and reveal extra information which is often seen as 'white space' in conventional maps. It will present councils with a tool to visually inform households about local activities such as planning applications, road works and housing developments. Also, residents will be able to use the aerial photography to report issues of concern, for example, fly-tipping and abandoned cars.

Richard Spooner, strategic business development manager at Getmapping said: "We know people find aerial photography exciting. Google and Microsoft have created an appetite for the product. However the photography available on the internet does not offer the same degree of clarity and information that has been available to councils.

“There have been a number of issues such as costs, legal complexities and concerns regarding server overload that have deterred local authorities from hosting aerial photography on their own websites. What we are proposing will eliminate these concerns.

“We can provide Getmapping’s own servers to host the data and offer 12.5cm resolution digital imagery for use on local authority websites, at prices which reflect the population and budget of the council, not the size of the administrative area covered. We will simply require that the imagery be watermarked when displayed.

“With such ease of access to our aerial photography, local authorities will be able to provide a valuable service which will drive traffic to their websites.”

For further information about Getmapping’s new service contact Richard Spooner on 01252 849405 or email: richard.spooner@getmapping.com

## **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.

[www.getmapping.com](http://www.getmapping.com)

## **ABOUT iShareMaps**

iShareMaps is a commercial, off-the-shelf, map-based web portal that is successfully providing location-based content to over 1.6m people. The solution is developed and sold by Astun Technology.

[www.astuntechnology.com](http://www.astuntechnology.com)

June 2007

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