

Getmapping Lays Foundations for the Future

Getmapping plc, the UK's leading supplier of aerial photography to the public and private sectors, has launched a new website that provides the ability to search and find the exact area required much more quickly and easily than before. Improvements have also been made in the type of outputs available; aerial photo prints can be ordered online in sizes from A3 to AO. Meanwhile digital aerial photos can be downloaded in both landscape and portrait, in addition to the original square shapes.

For the first time, the website provides a clear distinction between the 'Business' and 'Home & Gifts' markets. Managing director, Tristram Cary takes up the story, "We have always been at the forefront of aerial photography in the UK and wanted to provide our customers with a much easier and quicker tool for accessing their aerial photography online.

"The new site clearly differentiates between the business and home markets, thus making it quicker and easier for the respective customers to find what they are looking for, purchase it and get it delivered. To aid speed of access, we have developed new search functionality, which allows far more precise targeting of the area the user is looking for. The user is now able to click and grab the photography and move the 'target site' to ensure they have the exact area they want to acquire."

Visitors to the site purchasing aerial photo prints can now select the resolution of the image and order in A3, A2, A1 or AO sizes dependent on ground area selected, with each ground size offering a minimum of two print sizes. Previously, prints were only available as either an A3 or an A2 size dependent on ground size selected.

This will be of particular interest to estate agents and golf clubs who often like to display aerial photography of their local area or course on their office or club house walls. Square prints are also available in addition to the original rectangular prints. Meanwhile, digital aerial photo downloads can be ordered in both landscape and portrait formats as well as the original square shapes and the speed of delivery has been significantly improved.

In the 'Home & Gifts' area of the website the aerial photography jigsaws, previously only available as 315 piece sets, are now offered in three sizes – 315, 550 and 750 pieces.

"This new website is the first of a number of strategic initiatives we have planned to take the company to the next level and maintain its position as the market leader in aerial photography. It creates a stable platform that will allow us to build in additional datasets in the future, something we are currently engaged in sourcing," concludes Cary.

The new website can be accessed at www.getmapping.com and customers wanting prints larger than AO can arrange this offline by contacting Getmapping on 0870 7740174.

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