Consider this...

GeoPerspectives is launching the next generation of airborne acquired geospatial data for professional users. With aerial photography and other types of remotely sensed data having undergone something of a revolution in the past ten years, Rachel Eddy and Dave Fox explore what makes the GeoPerspectives offering so different.

What is GeoPerspectives?

Dave Fox: GeoPerspectives is a new name in aerial photography. Geo as in earth and Perspective, which has two definitions according to the dictionary: a particular way of considering something and also the proper and accurate point of view. Anyway, GeoPerspectives is set to become the de facto standard for Government, business and academia being the only current orthorectified image dataset for England and Wales. GeoPerspectives will deliver the highest resolution, most up-to-date imagery that is consistent in quality and accuracy.

Rachel Eddy: However, GeoPerspectives is not just standard aerial photography. By using the latest technology, we can simultaneously capture a colour infrared image (CIR) and via automated processing, we also produce two additional complimentary geographic datasets to the same high quality standards as the photography and CIR images, namely a digital terrain model and a digital surface model.

So what makes GeoPerspectives different?

Rachel Eddy: I mentioned the use of next generation technology and I think this is a fundamental aspect of the GeoPerspectives offering. By investing in the latest equipment, GeoPerspectives will deliver on the quality and standard promises it has made. We are using a Leica ADS40 digital line scanner to capture the majority of the imagery due to its capture speed, efficiency and data quality. We are also using the Vexcel Ultra Cam D digital survey camera to capture high-resolution imagery of the densely populated areas. Both of these sensors reduce post-processing time, which means our imagery is delivered to market far faster than other suppliers.

Dave Fox: The other distinguishing feature of GeoPerspectives is our pedigree. We already have a baseline nationwide aerial survey, previously marketed under the UK Perspectives brand, and a digital terrain model of the whole of England. Building on this foundation we have captured in excess of 55,000 square kilometres of updates since summer 2004 (that's nearly 25% of our target area), and this puts us ahead of schedule for our five-year update programme. However it's not just about the data, the GeoPerspectives management team has over 70 years of combined experience in managing and delivering aerial photography to the professional user.

You mentioned additional datasets that are available from GeoPerspectives, what are these and why are these important?

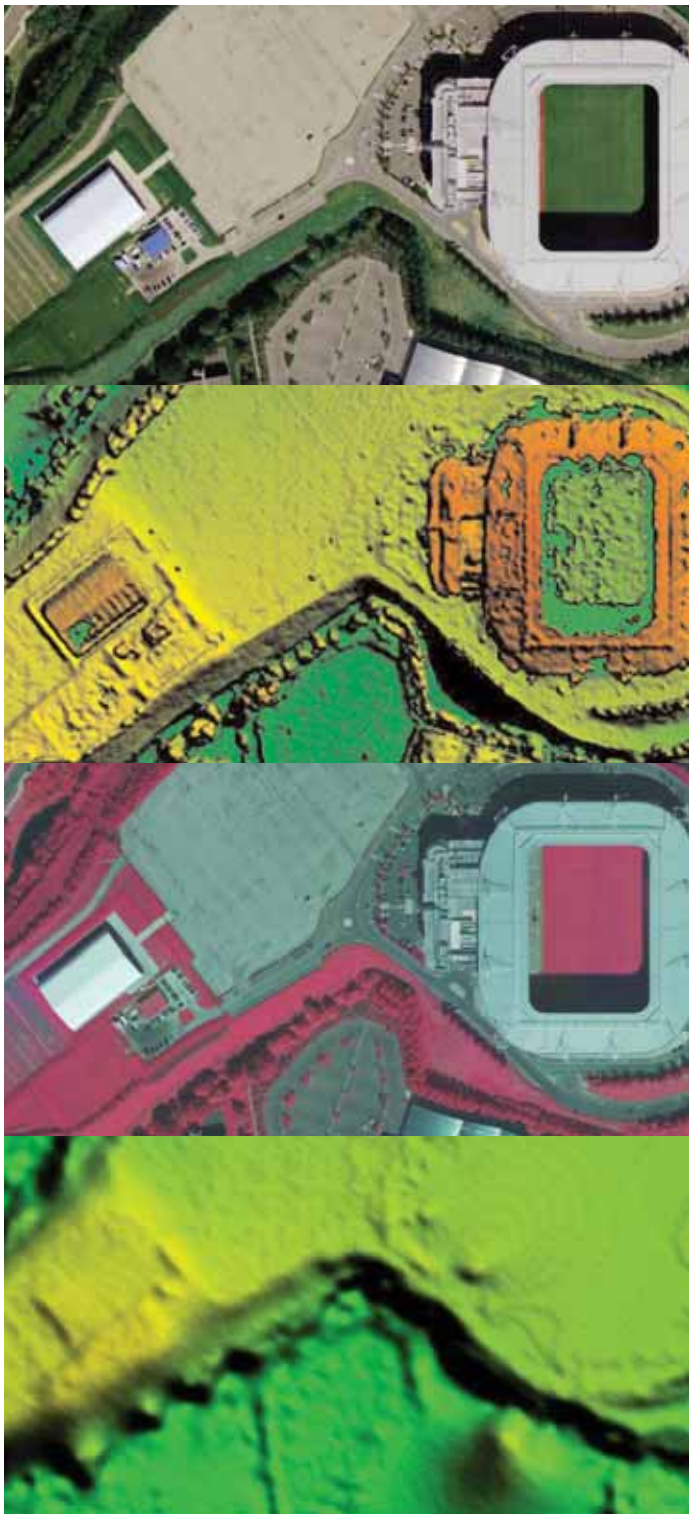
Rachel Eddy: There are four GeoPerspectives products: aerial photography, colour infrared imagery, digital terrain model and digital surface model.

GeoPerspectives™

GeoPerspectives is the result of a joint venture between BlueSky International Ltd and Infoterra Ltd. Rachel Eddy and Dave Fox are Directors on the GeoPerspectives Joint Venture Board and Managing Director of BlueSky and CEO of Infoterra respectively.

For further information visit www.geoperspectives.co.uk or visit stands 18 and 19 at AGI2006

GeoPerspectives™



By using the latest technology, GeoPerspectives can simultaneously capture a colour infrared image (CIR) and digital terrain and digital surface models.

GeoPerspectives aerial photography is an orthorectified image dataset with a guaranteed five-year update programme. Offering 25cm resolution as a standard, this is being augmented with 10cm and 12,5cm resolution datasets for urban areas and sites of specific interest. The priorities for GeoPerspectives are quality, accuracy and currency rather than obsession with higher and higher resolutions.

GeoPerspectives colour infrared imagery (CIR) provides the perfect compliment to the standard aerial imagery, seeing beyond the visible spectrum, CIR can support advanced crop management and analysis of ground vegetation.

Dave Fox: In addition to the raster datasets GeoPerspectives provides two height products: a digital terrain model (DTM) and digital surface model (DSM). A nationwide DTM is already available off-the-shelf, but as part of the GeoPerspectives commitment to quality and accuracy, this is being upgraded to a higher specification and continuously updated. Capture of the DSM started last year and when complete will be the most up-to-date, accurate and densely modelled national height database supplying the heights of vegetation, buildings and other features.

How do you think GeoPerspectives has been received by the market?

Rachel Eddy: Perhaps the 'market' should answer that question! But seriously, I think initially there may have been some scepticism; another partnership, another survey, another set of promises. However as we have already started successfully providing GeoPerspectives data and fulfilling said promises, we have proved that GeoPerspectives delivers.

Dave Fox: I also think there was some confusion; we announced our intentions last year and ever since then we have been focussed on capturing, processing and supplying datasets rather than marketing our products. By launching GeoPerspectives we now have a strong identity to support our unique product range.

What does the future hold for GeoPerspectives?

Rachel Eddy: We have proved that by pooling expertise, experience and resources, we can change the market for aerial photography forever. It is now possible to get high quality, nationwide solutions from a single source and many organisations are benefiting from this. We recently signed a contract with the British Geological Survey that prior to GeoPerspectives simply would not have been possible. This particular contract took the spirit of partnership to the next level as the contract was awarded to a GeoPerspectives led consortium that included Getmapping, I believe this was an important milestone and, possibly, a sign of things to come.

Dave Fox: I agree, the recent contracts awarded to GeoPerspectives prove the market has been waiting for a one-stop shop for advanced imagery and height information. I also believe that there is a huge opportunity to expand GeoPerspectives both through the innovative use of technology and further collaborations; expect to see new data types, new delivery mechanisms and new partnerships from GeoPerspectives in the not too distant future.