GETMAPPING USES ORBIT MOBILE MAPPING TO DELIVER HIGH RESOLUTION STREET MAPPING

Getmapping plc is a leading provider of aerial photography, mapping products and data hosting solutions in the UK and South Africa. Founded in 1998, Getmapping was the first organisation to create a complete photographic record of the UK, called the Millennium Map. Since then, Getmapping has expanded to provide Web Services (WMS, WFS, INSPIRE), hosted GIS and consultancy to a range of industries in the public and private sector.

In 2014, Getmapping entered into a reseller agreement with Orbit GT for the Mobile Mapping portfolio and added Street Layer to its product line. Street Layer is high resolution, 360˚ panoramic street-level photography. Its geometric accuracy combined with

the ability to make measurements, overlay GIS data and compare time and date stamped imagery make it an invaluable resource for any organisation maintaining a large asset register or looking to cut the cost of site visits. The equipment used can be mounted on any vehicle and is easily packaged to be shipped around the world, allowing us to operate anywhere at short notice.
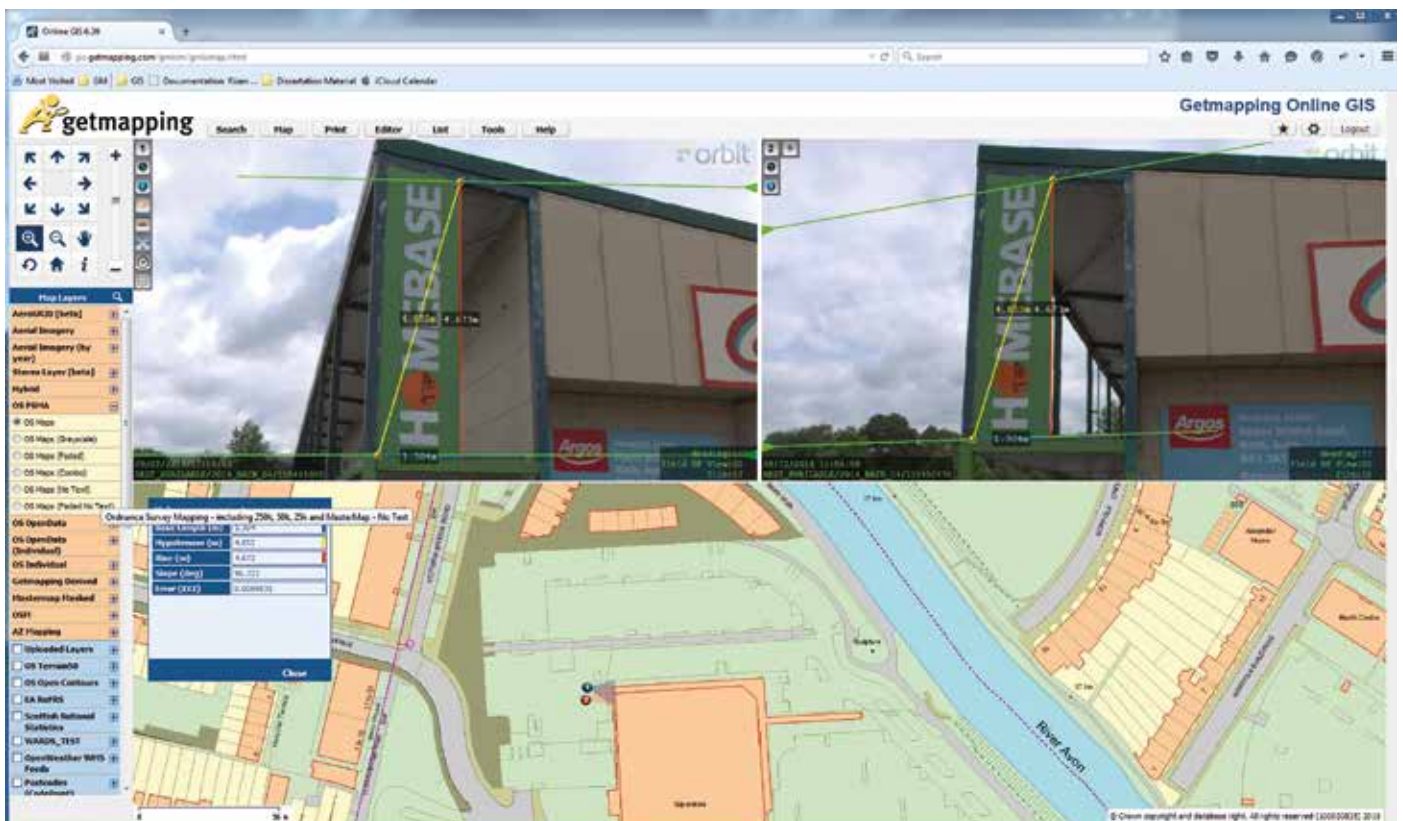
Getmapping Street Layer

Street Layer imagery is captured regularly to customer specifications. We have employed technology from our aerial survey department, using a multi-sensor, high-resolution camera mounted on a vehicle to ensure we can get the best imagery possible. All

images are processed into geographic space using high grade GPS and are time stamped allowing for detailed and accurate analysis. We are also able to capture off-road areas such as towpaths and cycle paths and can even mount the system on a boat to capture unique data of inland waterways.

The remit of Street Layer is to give organisations access to a subscription-based hosted service to serve panoramic street level imagery alongside a feature rich GIS application.

A key driver for the use of hosted GIS services is the ability to deploy powerful, scalable, yet intuitive systems to a large number of users without relying on desktop GIS licences. Our Street Layer

Gettmapping Online GIS Solution integrating Street Layer

service is designed to be a scalable solution for any size organisation to provide users with:

- Base mapping
- Street level imagery
- Business information / Asset data
- Data collection (asset management) tools
- Analysis tools
- Data publishing services (WMS/WFS)

Out of the box

Our vision is to provide users with the ability to disseminate all kinds of information at any level of their organisation through a service that requires minimal training and maintenance both from a supplier and client perspective and is available as an 'out of the box' solution.

The Orbit Mobile Mapping technology integrates seamlessly into Getmapping's online GIS software, combining the accurate and intuitive tools within the Mobile Mapping client with a host of asset management, analysis and data management tools. The result is a multifunctional tool that can be used across an organisation for asset management, data verification, event and disaster planning, and much more. Users can have access to a combination of vertical, oblique and panoramic imagery allowing them to make the most informed decisions.

Panoramic street level imagery is now being widely used among our customers, with one organisation supplying over 600 users with around 500,000 panoramic images of their local district. Martin Laker, GIS Team Leader at Bath and North East Somerset Council says: "Street Layer has generated savings in many departments and is used throughout the Council for anything from planning, insurance validation to our customer service team taking calls. It's now an essential layer in our mapping infrastructure".

Street Layer provides B&NES with a tool that can simultaneously reduce the day to day costs of running the organisation by cutting the travel budget and also provide every employee with access to a tool for creating visual, simple and informative maps or reports.

Low maintenance, fast deployment

As a service provider, we are acutely aware of the need for 'low maintenance' solutions. Orbit's EOS Console (remote administration for the Mobile Mapping Publisher) allows us to manage projects at various levels (workspace, user group, user profile) and once captured, new projects can be published within minutes. The ability to rapidly create and manage projects allows us to run smaller scale surveys on tighter timescales. This has proven particularly useful for 'Street Layer Sites' – our small scale site based survey. Used primarily for asset management, site managers are able to maintain a location based inventory of their assets through Street Layer. For sites that can be difficult to move around (such as airports), the ability to navigate to an asset and identify potential problems or risks while undertaking a repair means less time on site and less downtime for critical operations.

These types of projects may require regular capture and the ability to capture and publish within 24 hours increases confidence in the product and reduces our time spent delivering data. The flexibility provided by the EOS console means we can quickly create new users or user groups and assign

ABOUT GETMAPPING

Getmapping is a public limited company, which is the UK's leading supplier of aerial photography, mapping products and data hosting solutions.

Founded in 1999 Getmapping pioneered the concept of nationwide coverage of aerial photography creating the most comprehensive and detailed aerial photographic survey of the UK, called the Millennium Map™.

Getmapping was also the first company to take advantage of the Internet to deliver its new imagery through the online channel. Thousands of architects, engineers, developers, GIS professionals and many more have benefited from easy access to its digital data.

Today Getmapping produces its own vertical aerial photography, oblique photography and height data derived from its aerial survey program.

available projects to each. When a customer commissions updates to their imagery, we continue to host historic imagery in separate projects, giving them a complete photographic record of their area for monitoring change and progress and allowing them to view different epochs of imagery side-by-side.

Room for Growth

The partnership with Orbit GT gives us true flexibility with who we do business with. With scalable options for usage, we were able to prove the concept integrated with our business model. When we need to upgrade, we can do this quickly with no downtime to our users. The API also offers us exciting development options for the future, with the ability to incorporate WMS/WFS feeds, feature extraction, point clouds, etc. As Street Layer continues to prove itself as a product, we are looking forward to working with Orbit

GT to integrate these exciting features into a cloud based application.

About the author

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Tom works in Business Innovation, developing and consulting on hosted mapping products from initial design up to release and beyond. Tom is mainly responsible for B2B projects, working with Getmapping partners and resellers on creating new business using Getmapping's Online GIS products.