



Pictometry is the world's largest digital, oblique aerial photography company. The company develops and markets a sophisticated, integrated information system that allows users to have high-resolution images of neighborhoods, landmarks, roads, and complete municipalities from multiple views at the click of a mouse.

Oblique is the technical term used to describe an aerial photograph that is taken at an angle. This means that a feature, such as a house, building, street light, fire hydrant etc. can be seen in its entirety. For instance with Pictometry, you can see the front door of a house, the back door, the windows etc.

There are many aspects of Pictometry that are dynamically changing the use of visual information systems and how organizations think about aerial imaging:

1. **Instant recognition of any location** – Because of their oblique nature, Pictometry images do not require advanced photo-interpretation skills in order to recognize features in the image. The data is presented from a view we are all used to seeing. Oblique simply means images were taken at an angle. This provides a vital benefit for first responders as they can more easily and quickly understand the area and surroundings of where they are going.
2. **Client image library** – Pictometry has created a centralized storage and delivery system that allows all of the images captured to be stored in a central repository and quickly queried at the click of a mouse to find all images that point to a region of interest.
3. **Easy and intuitive** – Pictometry has been designed to be both powerful and easy to use. With very little training, operators can become immediately productive with Pictometry's measurement tools.
4. **Intelligent Images™** – Pictometry's all-digital, fully georeferenced images include all the data necessary to use the images without any required knowledge of coordinates, datums or projection systems. A user needs only to double click on an image and Pictometry does the rest.
5. **High\_resolution** – Pictometry's digital aerial photos allow viewers to see detailed information of building and land attributes attributes such as doors, windows, number of floors, building composition, roads, trees, and many other neighborhood features, yet they cannot be used to identify people or read license plates.
6. **Renewable image libraries** – Pictometry's image libraries are refreshed every two years, or more often if desired, allowing customers to analyze changes that have taken place over time.

There are endless applications for Pictometry. In essence, *Our Limit is Your Imagination*<sup>™</sup>. From 9-1-1 dispatching centers, homeland security and emergency management agencies, and first responders, to engineering firms, community planning agencies, and transportation departments, Pictometry provides visual information that lets you see everywhere, measure anything, and plan everything.

Pictometry provides a second order visualization tool supporting the needs of its many market segments by using digital aerial images, software, and existing topographical data. The company does not produce authoritative or definitive information (surveying) from its aerial images or its software.

The differences between surveying and Pictometry measuring tools are significant. Surveying involves a detailed measuring process by licensed professionals on site to determine very specific measurements for real property and building measurements with certified accuracy. Pictometry is designed as a reference tool where these types of exact measurements are not required, but there is a critical need for visual data to provide vital information that can help save time, resources, and lives.

For example, in an emergency situation, such as a fire, a police action, a homeland security event, arriving at centimeter accuracy to respond to a life-threatening situation is not needed. Nor is it practical or timely for public safety officials to engage in surveying activities when time is of the essence in providing a proper, well-planned response.

Pictometry has proven itself to be a valuable tool that enables public safety professionals to better understand the situation they are responding to with an easy-to-use visual tool that gives them enough information to quickly and more effectively respond to any given situation. For law enforcement it may mean knowing what the building measurements are during a hostage situation. For fire officials, Pictometry can be used to measure the height of an elevator shaft for placement of ladders and hoses. For search and rescue or medical response units, it may be finding and measuring a ravine where an accident has taken place. In all these situations, the ability to obtain measurements quickly and easily can potentially make the difference between a successful rescue and a tragic outcome.

For engineering, transportation, utility, planning, and architectural applications, Pictometry enhances the pre-inspection process with a better visual inspection of buildings and properties that can save time and resources. For example, Pictometry can help engineering, architectural, planning, and surveying teams to know before they arrive on site, what environmental factors, conditions, obstacles, and other potential hindrances might be at the site that could prevent a successful survey. Using printed images from Pictometry, surveyors can more easily and quickly locate their survey points. Once a survey is completed by a licensed professional, Pictometry images can be supplied with the certified survey to present project concepts that are easier to understand by clients who may not have surveying and/or engineering backgrounds.

Pictometry provides a powerful tool that can help multiple organizations, departments and agencies save valuable time, money, and resources. In the case of emergency response personnel, the ability to respond with accurate information can save not only time and resources, but potentially lives as well. The following are just a few of the many key applications where Pictometry adds value:

### **9-1-1:**

- Z Instantly view multiple images of caller location at time of call
- Z View alternate traffic routes to incidents
- Z View each address from multiple angles for entry and escape points
- Z Measure height, length, and width of buildings
- Z Provide remote guidance on location of electrical wires and other obstacles that might impair equipment or helicopter access
- Z Integrate third-party information such as dispatch software and records management systems
- Z Monitor foot chases through visual clues and provide assistance to officers on the scene
- Z Using visual clues, help identify true location of incidents that are called in that may not be the actual incident area.

### **Law Enforcement:**

- Z Identify staging and surveillance areas
- Z Search, raid, and seizure planning
- Z Photo documentation for search warrant applications
- Z Traffic control analysis, evacuation planning, and routing
- Z Land/air coordination in search and rescue efforts
- Z Setup foot chase/crime-in-progress perimeters in seconds
- Z Turn night into day – winter into summer
- Z Historical archiving and accident reconstruction
- Z Logistical analysis
- Z Statistical mapping

### **Fire Departments:**

- Z Preplan responses for major structures and facilities
- Z Locate and establish field command centers
- Z Measure hose distance from water sources and hydrants to fire
- Z Zoom in and inspect structural composition, roof layout, and access points
- Z Access structural inventories such as sprinklers and hazardous material lists
- Z View impact of wind direction on neighborhood for potential evacuations

- Z Integrate third-party data such as plume impact
- Z Send coordinates of house numbering systems to ZDTs in vehicles en route

### **Homeland Security**

- Z Pre-emptive and concurrent tactical planning against terrorism
- Z Use for training exercises
- Z Conduct vulnerability analysis and threat assessments of public utilities such as water supplies, coastal areas, and electrical distribution systems
- Z Find the best location for field command posts and apparatus positioning
- Z Create visual databases of critical infrastructure such as bridges, dams, roads, chemical outlets, petroleum pipelines, storage facilities, landmarks, and other public buildings
- Z Instantly assess situational environments – measure angles, distance, height, and width of any structure or property
- Z Crowd control and evacuations
- Z Ensure that manpower and resource deployment match the situation

### **Engineering, Transportation and Utilities**

- Z Highlight and coordinate new roadway or other construction sites, schedules, and progress with drawing tools
- Z Inspect and pre-plan new developments before sending out survey crews
- Z Import data from GIS and other sources for asset location of water mains, electrical distribution systems, and zoning information
- Z View adjoining properties for impact
- Z Automatically calculate acreage or square footage
- Z View properties for planning rights of way and easements
- Z View neighborhoods for growth and traffic flow analysis

### **Can I “zoom in” on these images for more detailed information?**

Yes. Pictometry gives you the ability to zoom in and out of all images. However, the term “zoom in” can be very misleading in discussions regarding privacy issues.

### **What about privacy issues?**

It is understandable that when some people first see Pictometry they may get the wrong idea that we can zoom in to recognize them, read their car’s license plate, and otherwise obtain personal information from the images. While Pictometry images offer detailed information on building and property features such as roof lines, road markings, bushes and shrubs, the images cannot be viewed at sufficient levels of detail that would permit license plates to be readable or people to be recognized.

Communities using Pictometry have long understood that our digital imagery, while indeed impressive at 6-inch pixel resolution, substantially deteriorates in resolution beyond this point.