



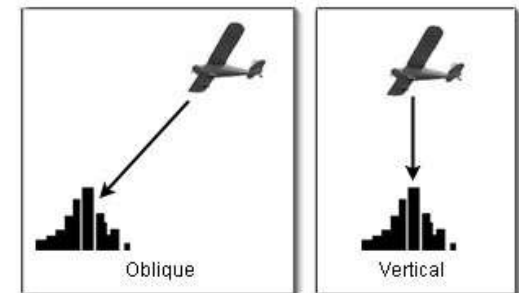
PICTOMETRY  
OBLIQUE IMAGERY  
PRODUCTS AND SERVICES

John Knowles  
Vice President  
First Base Solutions

# Overview

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- First Base Background
- Pictometry Background
- First Base and Pictometry Partnership
- Oblique Imagery
  - what is it and how is it captured
  - why would I use it
- Viewing options, GIS platforms and Key Applications.
- Examples
- Questions



# Who We Are

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- A wholly owned subsidiary of J.D. Barnes Ltd
- Established in 2000
- Based at JDB Head Office in Markham
- 23 Employees
- Provider of Geospatial and Land Related services
  
- You know the rest.....

# What We Do

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- Surveying (Cadastral Geodetic, Legal and Engineering)
- Digital Aerial Imagery (3cm to 80cm ground pixel resolution)
- Digital Oblique Imagery (Pictometry)
- Orthophoto and Topographic Mapping
- Elevation modeling, DSM, DEM and DTM generation
- Cadastral Property Mapping
- 3D Building Modeling

# What We Do

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- Utility field inventories, data conversions and data migrations
- E-Commerce web technology
- Data Warehousing and revenue generation
- Custom Website and Application Development
- Google Geospatial Partner for Earth Enterprise and soon to be Google Search developer.

# Strategic Partnerships

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- Pictometry – Oblique Imagery and Software
- Google Geospatial Partner – Maps API & Earth Enterprise
- Digital Globe – Satellite Imagery
- Teranet Inc. – Ontario Parcel Fabric
- Sogeti – Systems Integration
- Reperio – Google Search Appliance Specialist



# Pictometry - Background

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- Headquartered in Rochester, NY,
- Founded in 2000 and presently 178 employees.
- Patented technology, unique data capture and processing
- leading provider of geo-referenced aerial, oblique image libraries and related software.
- Acquisition completed in over 1,500 cities in Europe, Canada, Australia, South/Central America, South Africa, The Middle East, Israel, Korea and Japan
- 58 Aircraft operating in North America and over 30 Million images captured annually.

# Pictometry / FBS Partnership

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- Became the Data Acquisition Partner for Canada in 2010
- Acquired a Cessna 206 in Summer of 2010
- Installed proprietary Oblique Camera Sensor
- Commenced Photo Acquisition in Fall 2010



# Pictometry / FBS Partnership

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- Completed 376 hours of flying to date
  - Nova Scotia
  - Ottawa
  - Wood Buffalo, Alberta
  - Quebec City, Quebec
  - Cincinnati, Ohio
  - Wyoming, New York
- FBS licensed re-seller in 2011

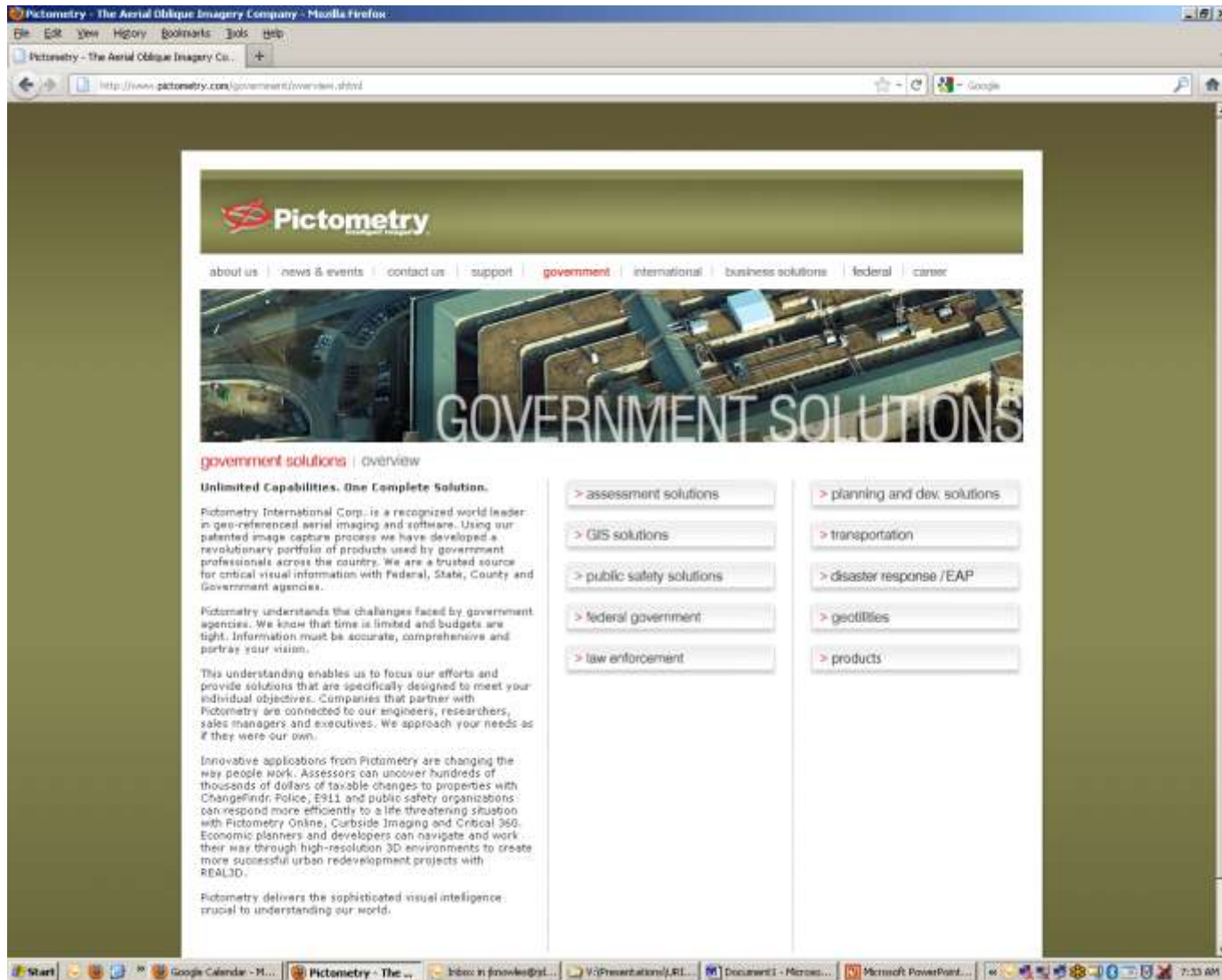
# Government Solutions

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- Assessment Solutions
- GIS Solutions
- Public Safety
- Law Enforcement
- Planning and Development
- Transportation
- Disaster Response
- Utilities

<http://www.pictometry.com/government/overview.shtml>

# Government Solutions



**Pictometry**  
The Aerial Oblique Imagery Company

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## GOVERNMENT SOLUTIONS

government solutions | overview

**Unlimited Capabilities. One Complete Solution.**

Pictometry International Corp. is a recognized world leader in geo-referenced aerial imaging and software. Using our patented image capture process we have developed a revolutionary portfolio of products used by government professionals across the country. We are a trusted source for critical visual information with Federal, State, County and Government agencies.

Pictometry understands the challenges faced by government agencies. We know that time is limited and budgets are tight. Information must be accurate, comprehensive and portray your vision.

This understanding enables us to focus our efforts and provide solutions that are specifically designed to meet your individual objectives. Companies that partner with Pictometry are connected to our engineers, researchers, sales managers and executives. We approach your needs as if they were our own.

Innovative applications from Pictometry are changing the way people work. Assessors can uncover hundreds of thousands of dollars of taxable changes to properties with ChangeFindr. Police, E911 and public safety organizations can respond more efficiently to a life threatening situation with Pictometry Online, Curbside Imaging and Critical 360. Economic planners and developers can navigate and work their way through high-resolution 3D environments to create more successful urban redevelopment projects with REAL3D.

Pictometry delivers the sophisticated visual intelligence crucial to understanding our world.

- > assessment solutions
- > GIS solutions
- > public safety solutions
- > federal government
- > law enforcement
- > planning and dev. solutions
- > transportation
- > disaster response /EAP
- > geotitles
- > products

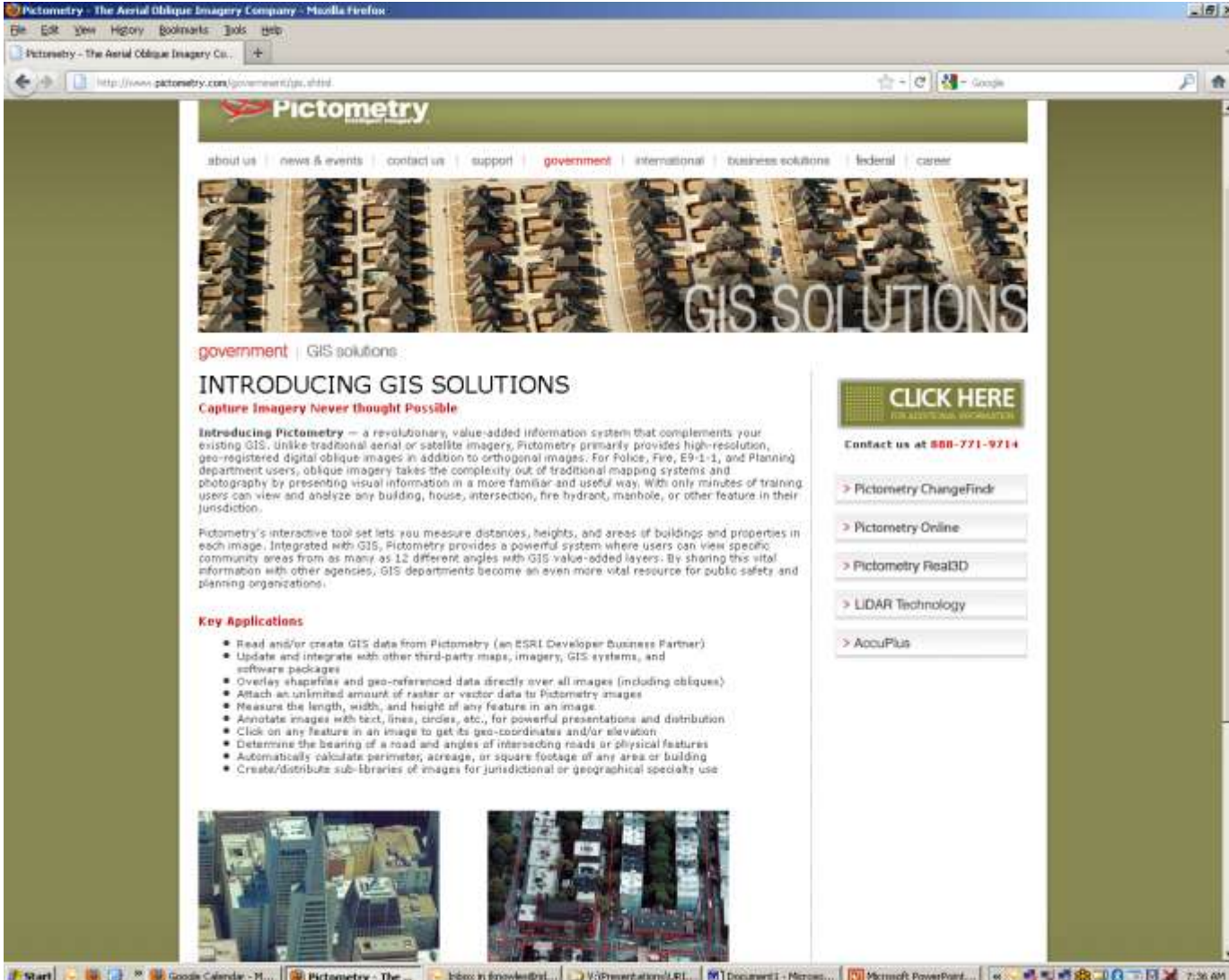
# Government Solutions

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**GIS SOLUTIONS**

**government** | GIS solutions

## INTRODUCING GIS SOLUTIONS

**Capture Imagery Never thought Possible**

**Introducing Pictometry** — a revolutionary, value-added information system that complements your existing GIS. Unlike traditional aerial or satellite imagery, Pictometry primarily provides high-resolution, geo-registered digital oblique images in addition to orthogonal images. For Police, Fire, E9-1-1, and Planning department users, oblique imagery takes the complexity out of traditional mapping systems and photography by presenting visual information in a more familiar and useful way. With only minutes of training users can view and analyze any building, house, intersection, fire hydrant, manhole, or other feature in their jurisdiction.

Pictometry's interactive tool set lets you measure distances, heights, and areas of buildings and properties in each image. Integrated with GIS, Pictometry provides a powerful system where users can view specific community areas from as many as 12 different angles with GIS value-added layers. By sharing this vital information with other agencies, GIS departments become an even more vital resource for public safety and planning organizations.

**Key Applications**

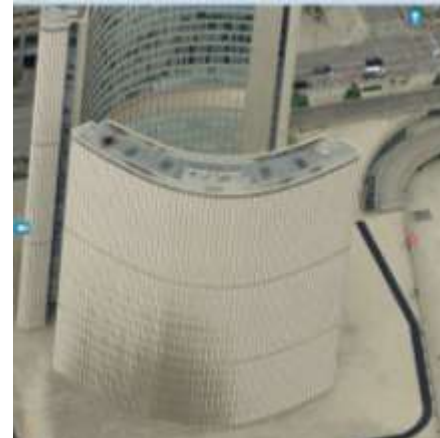
- Read and/or create GIS data from Pictometry (an ESRI Developer Business Partner)
- Update and integrate with other third-party maps, imagery, GIS systems, and software packages
- Overlay shapefiles and geo-referenced data directly over all images (including obliques)
- Attach an unlimited amount of raster or vector data to Pictometry images
- Measure the length, width, and height of any feature in an image
- Annotate images with text, lines, circles, etc., for powerful presentations and distribution
- Click on any feature in an image to get its geo-coordinates and/or elevation
- Determine the bearing of a road and angles of intersecting roads or physical features
- Automatically calculate perimeter, acreage, or square footage of any area or building
- Create/distribute sub-libraries of images for jurisdictional or geographical specialty use

**CLICK HERE**  
FOR ADDITIONAL INFORMATION

Contact us at 800-771-9714

- > Pictometry ChangeFindr
- > Pictometry Online
- > Pictometry Real3D
- > LIDAR Technology
- > AccuPlus

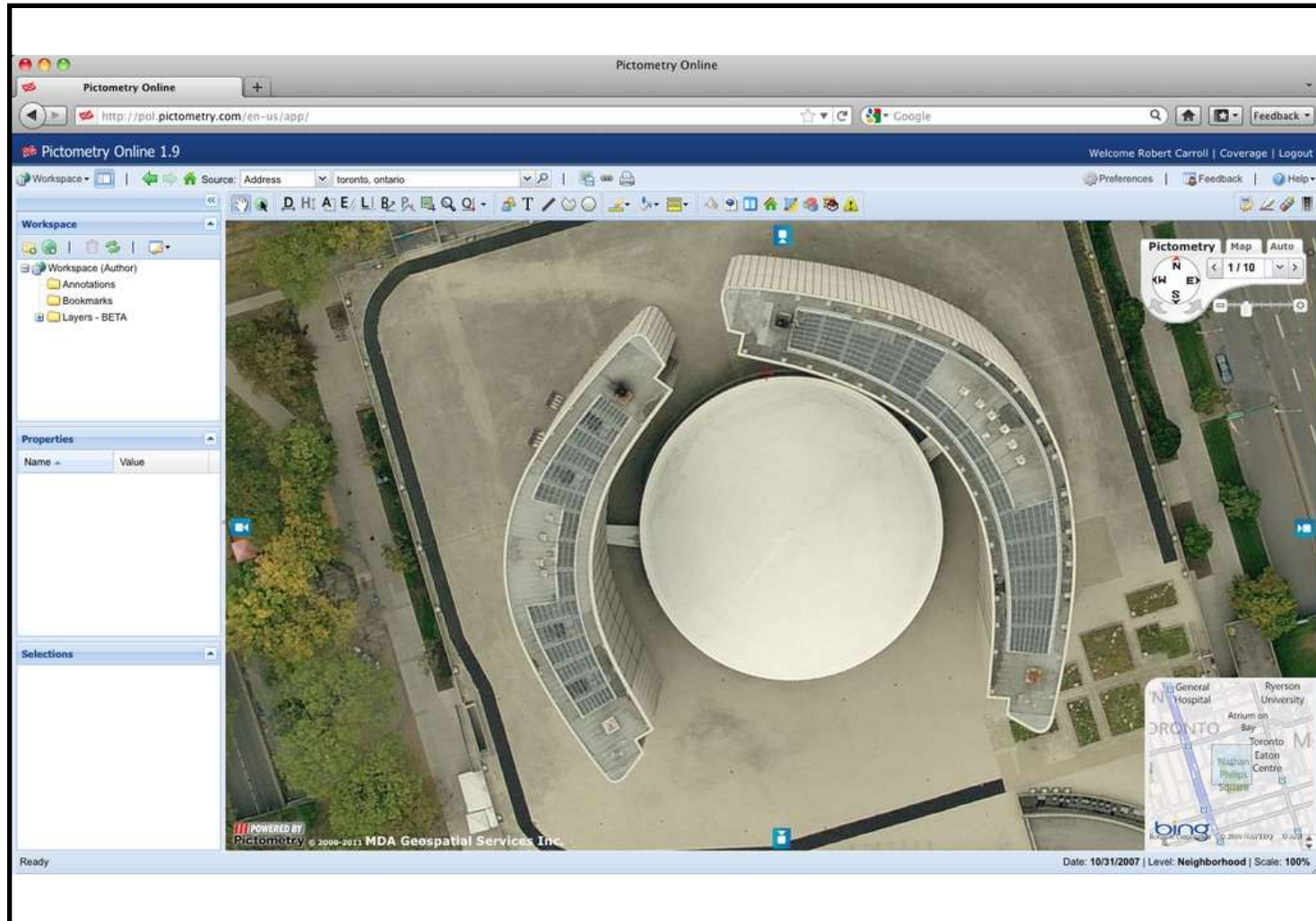
# Camera Views



Images captured from nadir and cardinal directions, giving a complete view of features and areas.

# Pictometry Orthoimagery

High Resolution (10cm) available from the vertical (Nadir) image

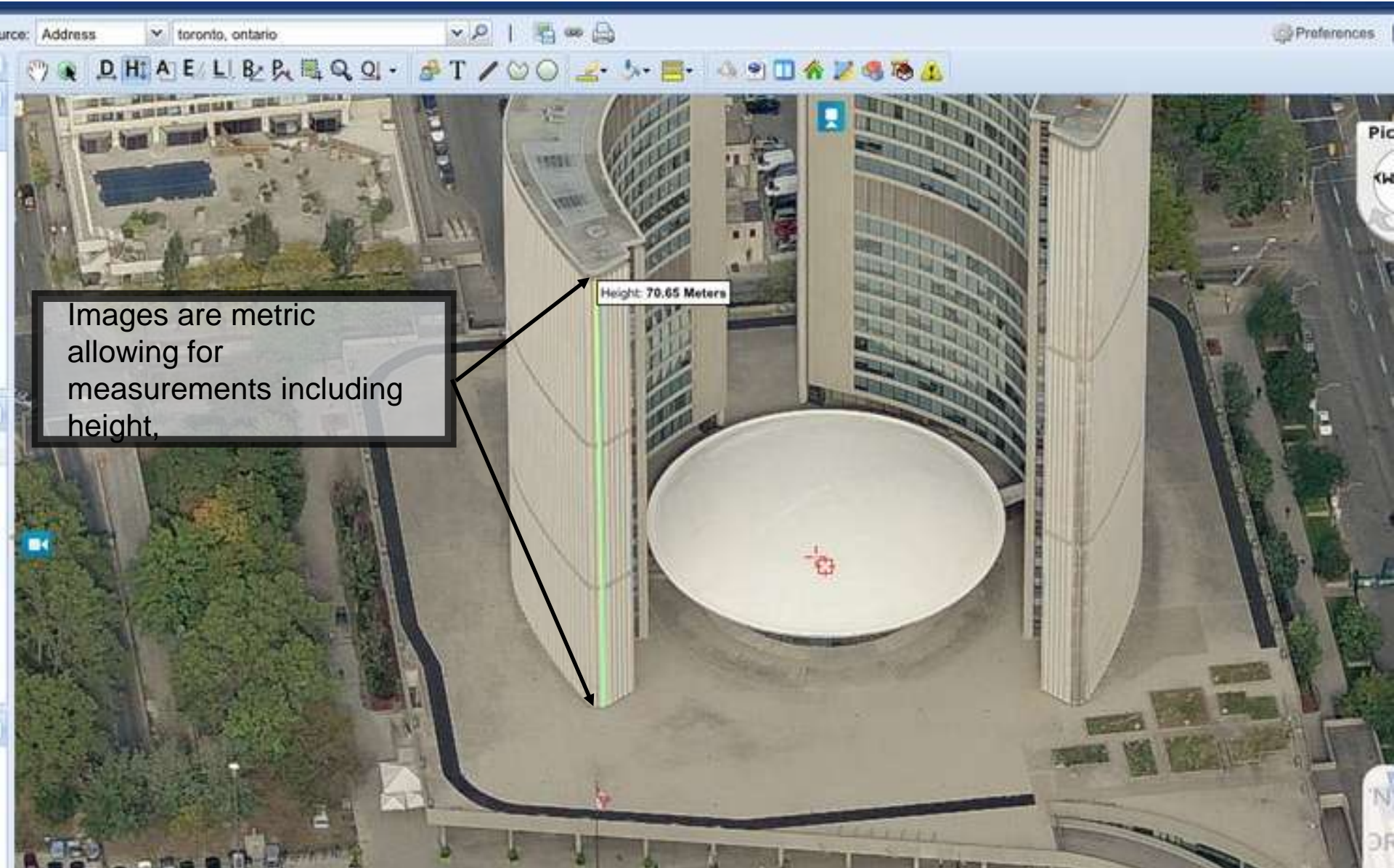


# Key Applications

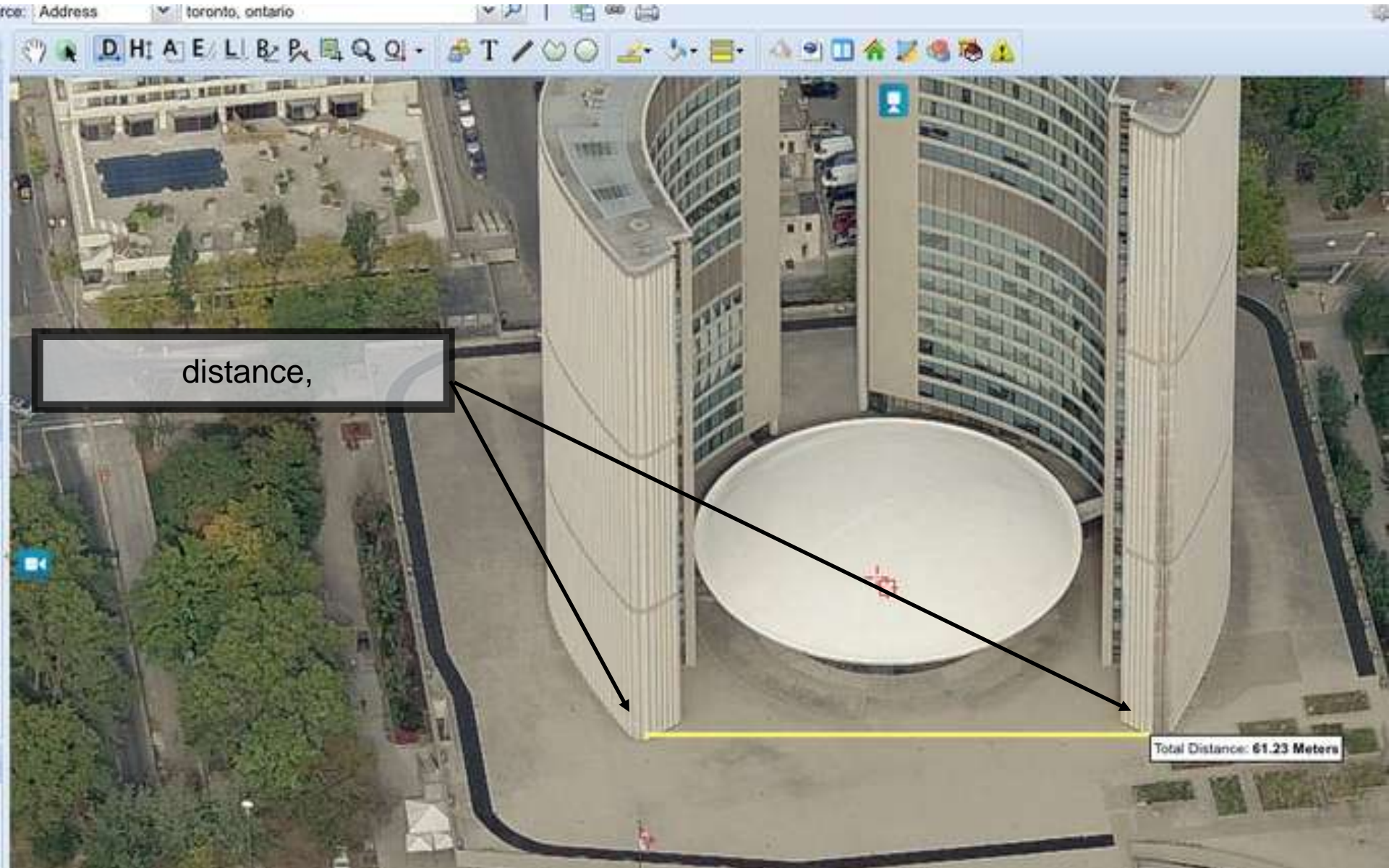
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- Plugins available for ESRI, Intergraph, MapInfo
- Import and overlay GIS data sets directly over all images
- Measure the length, width, and height of any feature
- Annotate images with text, lines, circles, etc., for powerful presentations and distribution
- Click on any feature in an image to get its geo-coordinates and/or elevation
- Determine bearings, angles, and pitch of any feature
- Automatically calculate perimeter, acreage, or square footage of any area or building

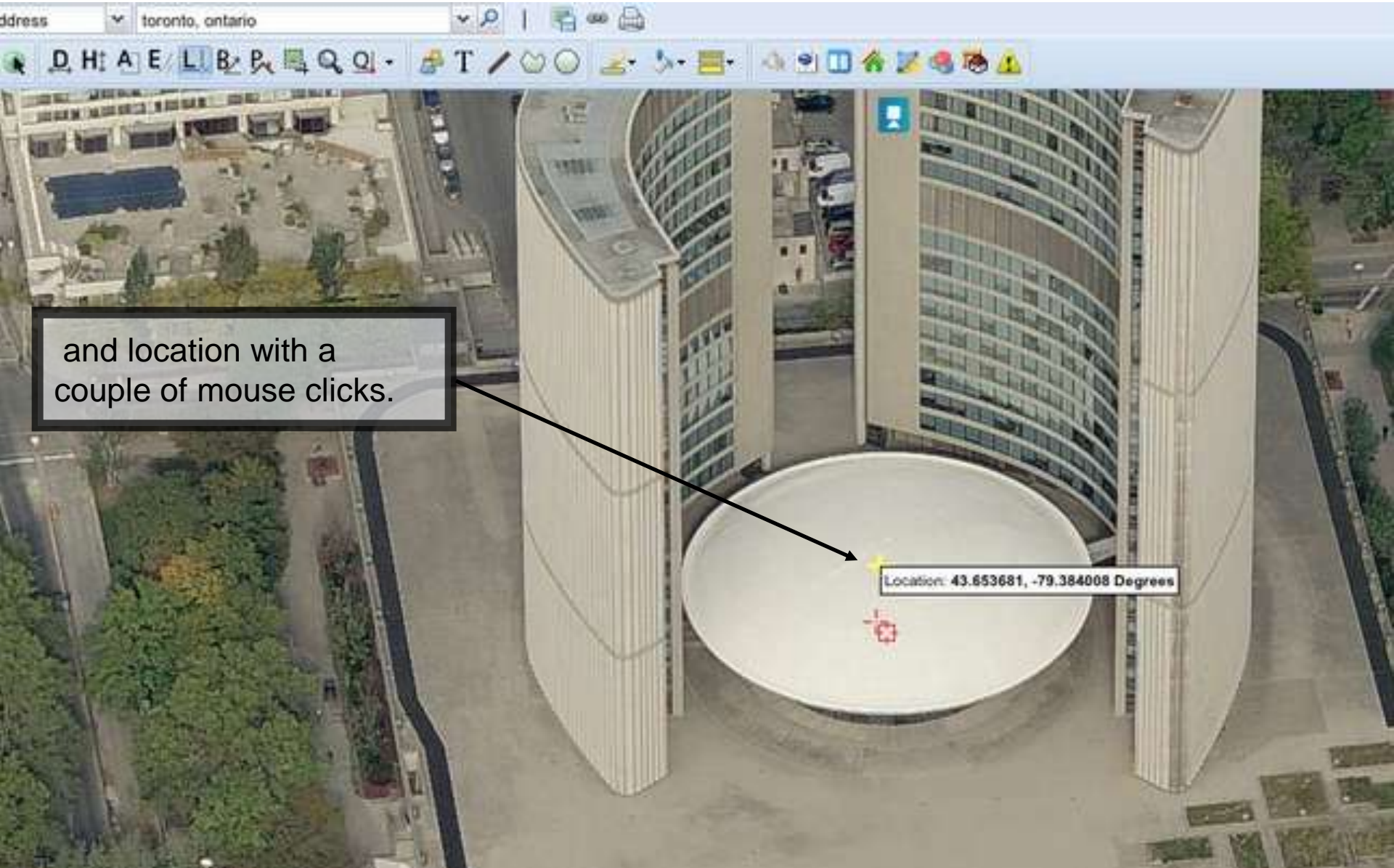
# Key Applications



# Key Applications



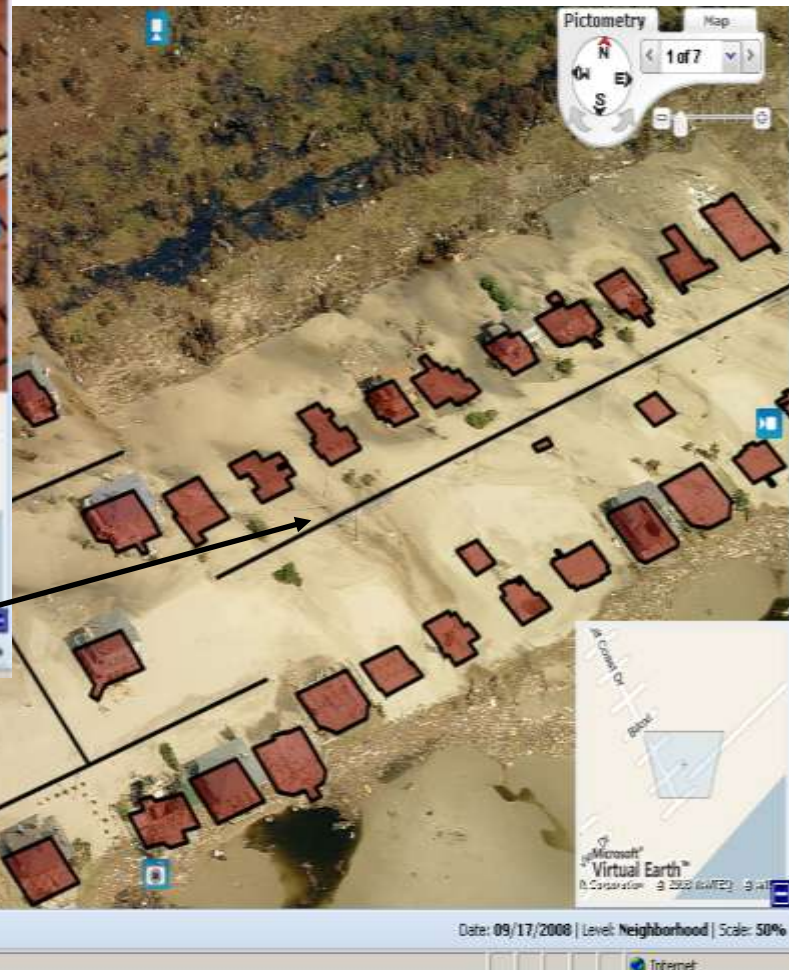
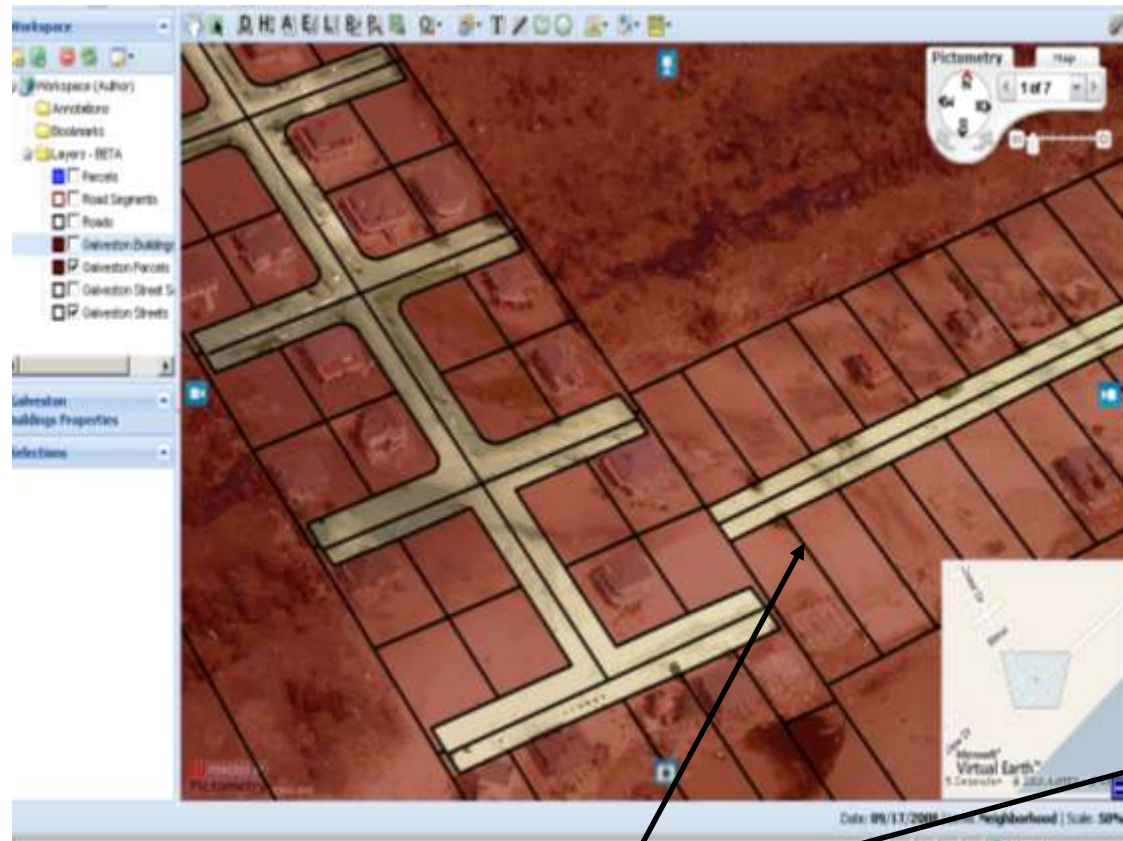
# Key Applications



and location with a couple of mouse clicks.

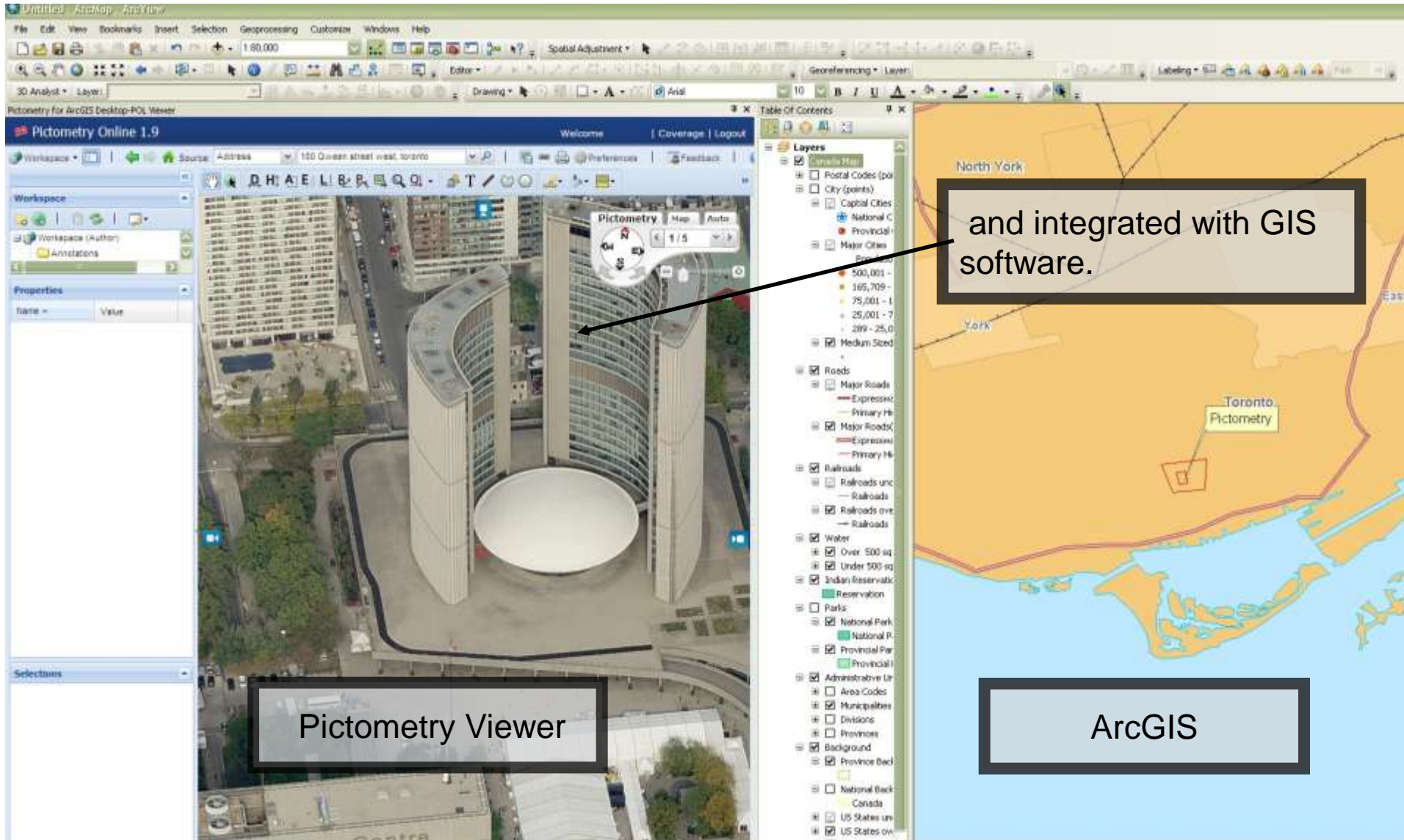
Location: 43.653681, -79.384008 Degrees

# Key Applications



Integration with GIS data layers...

# Key Applications



The screenshot displays the ArcGIS Desktop environment with the Pictometry Online 1.9 application integrated. The main map view shows a 3D aerial view of a large, curved building complex. The Pictometry Viewer window is overlaid on the main map, showing a 2D aerial view of the same building. The ArcGIS map view is visible on the right side of the interface, showing a 2D map of the same area. A callout box points to the integration of the Pictometry Viewer with the ArcGIS map.

and integrated with GIS software.

Pictometry Viewer

ArcGIS



Thank You

Questions?

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