MAKE SMARTER DECISIONS FROM ABOVE

BUILD A BETTER SURVEY PROGRAM WITH NEARMAP AERIAL IMAGERY

Captured: 18/01/2020
Inglewood, CA

The ability to capture and evaluate truth on the ground through aerial imagery is an ever-growing industry. Thanks to the proliferation of UAVs and access to imagery on demand and online, being able to see truth on the ground has become an expectation, not just a luxury. But the real question becomes, "How well do you trust what you're seeing?" While access to aerial imagery is increasing, currency, consistency, and clarity are helping define elite capture programs.

IMAGERY ACCESS: IT'S ALL UP IN THE AIR

DRONES

It's projected that by 2026, the drone industry could be worth upwards of $48.8 billion dollars.[1] Industries from land management to construction are rethinking what this multipurpose tool can do. Yet despite its growing popularity, obstacles still remain that could prevent organizations from capturing in total real location intelligence.

SATELLITE

Satellite imagery has been a go-to for organizations needing free and fast access to almost every region on earth. The simplicity of searching for a location and getting a general view of the area, without much difficulty, makes it an attractive option for on demand aerial imagery needs. But as other options for aerial capture have grown, satellite has largely remained the same with frequency, accuracy, and clarity becoming defining lines of differentiation.

[1] https://www.prnewswire.com/news-releases/unmanned-aerial-vehicle-uav-market-size-worth-around-us-48-8-bn-by-2026--300995216.html

Satellite
2,000,000ft

Nearmap
13,000ft

UAV
330ft

nearmap

DEPENDABLE LOCATION CONTENT IS KEY

For organizations needing timely, accurate, and crystal-clear aerial imagery, adding in an additional capture program outside of drones and satellite is not only possible, but necessary.

Nearmap flies fixed-wing aircraft, 2-3 times per year, over 430 urban areas across the United States. Using proprietary camera technology, Nearmap captures aerial data in a variety of formats: vertical, oblique, and 3D. With 3D data, users can access it in a variety of formats such as DSM, true ortho, Point Cloud, and Textured Mesh. That location content is then delivered to customers via a web browser application and can be easily integrated into GIS/CAD applications.

NEARMAP FLIES 2-3 TIMES PER YEAR

OVER 430 URBAN AREAS COVERED

72% OF THE TOTAL U.S POPULATION COVERED

330,000+ SQUARE MILES COVERED

WHY ADDING NEARMAP TO YOUR AERIAL IMAGERY PROGRAM MATTERS

Location is everything but when it comes to your projects, location intelligence is better. Whether you've been using satellite or drone captured imagery to view your job sites, there are better ways to increase your environmental knowledge. Adding Nearmap to your aerial imagery data set fills in those gaps and gives you greater confidence that you really are seeing truth on the ground.

How does Nearmap fill those gaps? Compare Nearmap's aerial capture program to each commonly used aerial imagery capture method.

UAV

NEARMAP

SATELLITE

NEARMAP & UAVS

If you're looking for the highest resolution in aerial imagery, operating a drone capture program is the way to go. While Nearmap excels in offering premium aerial imagery, a drone cannot fly more than 400 feet above the ground, generally capturing imagery at the highest quality available. However, real challenges exist when it comes to UAVs.

COVERAGE
The biggest benefit customers find when complementing their UAV capture program with Nearmap imagery? The ability to see data at scale—view an entire city, not just a city block. The clarity of the imagery at 2.8" GSD also means it's imagery that can be depended on.

CONSISTENCY
Since Nearmap flies on a regular cadence annually, customers receive imagery that is reliable, repeatable, and dependably accurate.
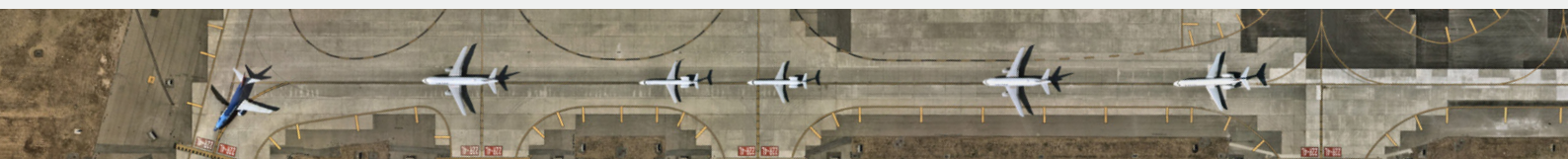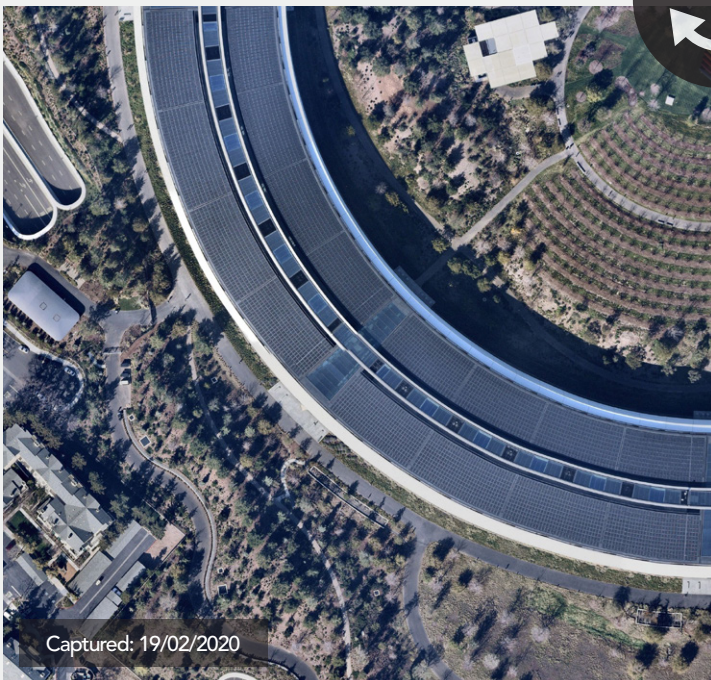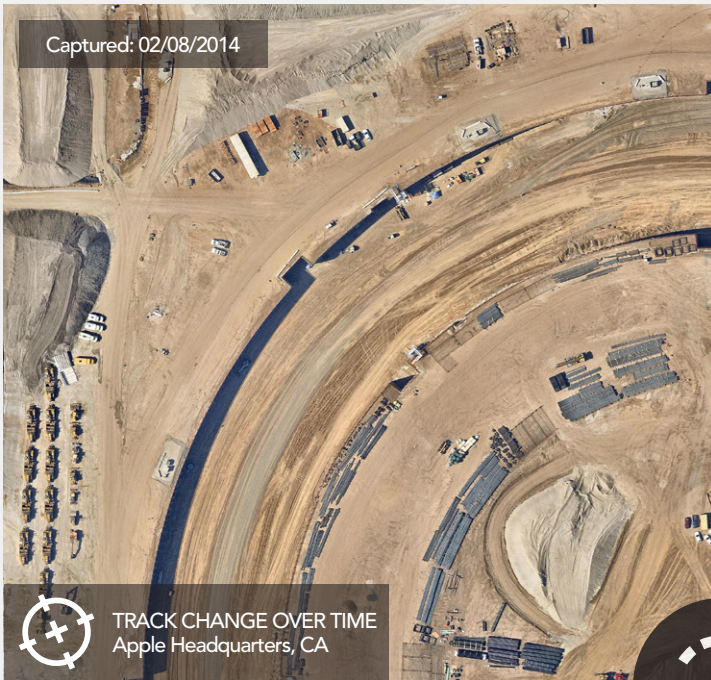
CLOUD-BASED
Access to Nearmap's high-res imagery resides on our web-based platform, MapBrowser, which means customers don't have to worry where to host massive amounts of captured data on their own servers.

COST
Depending on the size and location of the area of interest, Nearmap is equal to—if not more cost efficient—than most drone capture programs.

Captured: 02/08/2014

Captured: 29/10/2015

TRACK CHANGE OVER TIME
Apple Headquarters, CA

Captured: 19/02/2020

Captured: 12/03/2017

NEARMAP & SATELLITE

The benefit of "free" imagery compared to Nearmap comes down to two very specific points: currency and clarity.
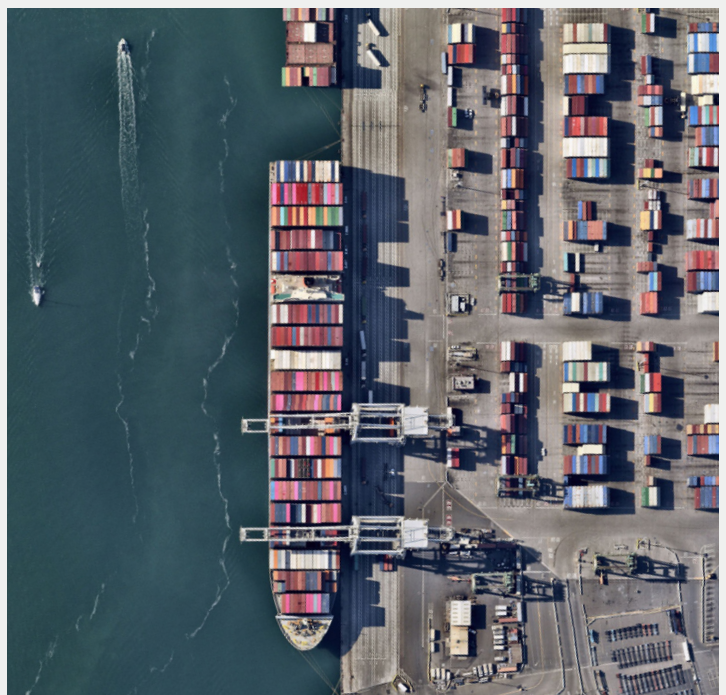
CURRENCY

Nearmap regularly flies 2-3 times per year across the largest urban areas in the U.S. which means you'll be able to view seasonal and environmental changes over time. Many customers recognize this as a key value of having a Nearmap subscription. Instead of accessing imagery that can be up to 4-5 years old, customers can track land and project changes on at least a semiannual basis.

CLARITY

Compared to satellite imagery, Nearmap is 4-5 times greater in resolution and clarity than satellite. Having access to high-def imagery allows project managers to design solutions with greater confidence.

BUILD A BETTER AERIAL PROGRAM – ADD NEARMAP TO THE MIX

Having access to intelligent aerial data is a valuable asset for any project and helps you make better, more profitable business decisions. The bottom line is you need visibility at scale that is CURRENT, CONSISTENT, and CLEAR. Adding in Nearmap's product portfolio as a complement to your UAV program or satellite image library gives you optimal data for seeing truth on the ground. It's time to see your project sites in a whole new way and start working with the latest source of truth. Because what you can't see may end up costing you.

CAPTURING IN "NO FLY" ZONES: A CUSTOMER STORY

A mid-size tech company in New Mexico was using a drone program to capture DSM data near Las Cruces and Albuquerque. Two obstacles arose in capturing aerial data with UAVs: the proximity to "No-Fly" zones and image consistency due to flying over an entire metro area. With a project due date looming, they turned to Nearmap for help. Not only were they able to get the necessary image data around the airport, they could view current and historical imagery. With reliable and accurate data provided by Nearmap, the company was able to speed up project planning, from design to project completion.

Captured: 28/02/2020
Albuquerque, NM

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