

# NEWS

## FOR IMMEDIATE RELEASE

Eagle Aerial's new 3-Inch Pixel Resolution Aerial Imagery of Orange County Offers Breakthrough Clarity and Accuracy

Santa Ana, CA, Oct 6, 2011—Eagle Aerial Imaging, Southern California's leading supplier of aerial imagery for the last 24 years, announces the release of the first county-wide, off-the-shelf 3 inch pixel resolution imagery ever offered in the United States. "Current, 3-inch pixel resolution, NMAS-accurate, flown-in-stereo, aerial photography is now part of our standard imagery offering," said Wayne Tate, President, Eagle Aerial Imaging.

The new imagery can be purchased in multiple formats (including IR and stereo pairs), with coverage available in a seamless, complete data set, by the square mile or by the project. To view sample imagery, go to [http://www.eagleaerial.com/announcements/11\\_3inch/11\\_3inch.htm](http://www.eagleaerial.com/announcements/11_3inch/11_3inch.htm)

With this level of clarity, customers are able to analyze field conditions in great detail from their desktops, saving significant amounts of time and the significant costs of assessing conditions in the field. For example, one agency has been able to review the condition of road striping and determine the need for re-striping from their desk tops, saving huge amounts of field time and fuel. Another has been able to identify and geocode meters, lightposts and other infrastructure assets from their desktops in a fraction of the time, with a fraction of the cost, of manual field geocoding. "Even with budget cuts, our customers have to get their jobs done. With this product, our customers can save money in a number of ways when compared to field work", said Mr. Tate.

This new 3 inch imagery will be updated annually. And because it is used by many organizations throughout the County the cost is significantly less than custom flying the photography. "Our model of 'build it once, sell it multiple times' allows us to offer our customers a pricing model that is a fraction of traditional custom photography", said Mr. Tate.

To meet the project challenges in image acquisition, Eagle Aerial contracted Main Aerial of Phoenix Arizona. "Main Aerials unique acquisition platform offers 3x the average speed of collection and captures imagery in true full resolution color, capabilities necessary for the success of this project," commented Rob Decker of Main Aerial. "We are excited to be a part of Eagle Aerial's mission to bring a new, higher level of imagery product to this market."

### **About Eagle Aerial Imaging**

Eagle Aerial Imaging's goal is to provide clients with solutions to the challenges they face in the numerous industries that aerial photography serves. Annually updated and off-the-shelf aerial products bring cost-effective, seamless digital color photography into GIS applications for powerful project analysis. Eagle is dedicated to staying on the cutting edge of technology and offering these products and services to its customers. Along with the new 3-inch imagery, they offer seamless 1-foot pixel resolution color ortho photomaps, wall murals, and an extensive stock library of color aerial photographs covering Southern California for over 24 years.

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