

## **Bluesky Aerial Photo Creates Map of Birmingham's City Life**

Leicestershire, UK, 25 August 2011 - High resolution aerial photography is being used to create a new map of Birmingham. Supplied by aerial survey specialist Bluesky the digital imagery will be used to create a royalty free base map to support Interconnect Birmingham a project to raise the profile, image and identity of the city. It is hoped that the interactive map, which will feature visitor attractions, hotels, green spaces and other features of interest, will help improve the experience of visitors to the city and support a multi channel, multi-modal movement and information system.

"One of the key aspects of the Interconnect Birmingham project was an advanced wayfinding solution for the urban centre. In order to populate this we needed a royalty free base map and aerial photography seemed to offer the optimum starting point for it's creation," commented John Maillard, Project Manager at Birmingham City Council, one of the project partners. "Topographical map layers such as building footprints and roads will be drawn, using the Bluesky imagery as the principle reference, and then styled creating a map that is fit for purpose and truly unique to Birmingham."

The aim of the Interconnect Birmingham project is to improve and integrate the city's image, identity and legibility. It aims to provide a strategic framework to promote quality design solutions and seeks to link existing and proposed transportation, public realm and development projects. Interconnect Birmingham will develop a strategic framework for the delivery of improved streets and spaces in Birmingham's extended city core, accompanied by accurate information to assist wayfinding, linked walking and public transport networks, and interpretation. Partners in InterConnect Birmingham include Centro, Marketing Birmingham as well as Birmingham City Council.

"We selected Bluesky as a supplier of aerial imagery following recommendations from colleagues within the Council," added Maillard.

The 8 square kilometres of 10cm resolution imagery supplied by Bluesky forms part of a national coverage of highly accurate, up to date, orthorectified aerial photography. Available off the shelf in a variety of easy to use formats including GIS / CAD ready files Bluesky images together with a range of other geographic data solutions can be viewed and purchased online at [www.bluesky-world.com/shop](http://www.bluesky-world.com/shop).

### **CONTACTS:**

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### **Notes for Editors:**

Bluesky is a UK-based specialist in aerial imaging and remote sensing data collection and processing. An internationally recognised leader with projects extending around the globe, Bluesky is proud to work with prestigious organisations such as Google, the BBC and Government Agencies.

Bluesky has unrivalled expertise in the creation of seamless, digital aerial photography, 3D landscape/cityscape visualisations and prints and also runs a national mapping centre, providing digital mapping, satellite imagery and aerial photography including ultra-high resolution imagery of cities and towns.

Bluesky is now leading the way developing innovative solutions for environmental applications including the UK's first nationwide map of solar potential, citywide 'heat loss' maps, 3D maps of trees and their proximity to buildings and historical imagery.

[www.bluesky-world.com](http://www.bluesky-world.com)

### Editor's Notes:

The government supported **Feed In Tariff** was introduced last year and made it compulsory for energy companies to make regular payments to householders and communities who generate their own electricity from renewable or low carbon sources such as solar electricity panels or wind turbines. The scheme guarantees a minimum payment for all electricity generated by the system - even that used by the generating household - with an additional payment for energy that is not used at the point of generation and is exported to the National Grid. These payments are on top of the saving that the household or community it making by using energy generated on site.

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