

Oliver Rothschild Joins Bluesky Board

Coalville, Leicestershire, UK, 15 November 2011 - Corporate Strategist Oliver Rothschild has joined the board of Bluesky. In his new role as Non Executive Director of the Leicestershire based aerial survey company, Rothschild will bring a valuable network of contacts, extensive board experience and a successful track record of business development. He is active in a range of industries and holds a diverse portfolio of business interests that are compatible and complementary to Bluesky's own green agenda.

"Oliver brings a wealth of experience and expertise to the existing Board of Directors and will prove invaluable as we continue to develop our already extensive range of environmental data products - such as the UK's first solar energy maps, heat loss mapping and night time aerial surveys," commented Bluesky's Managing Director Rachel Tidmarsh. "His management experience, Chairmanships and charitable works make Oliver a powerful ambassador in our target markets both at home and overseas."

Oliver Rothschild is a Corporate Strategist active in a variety of business arenas. He began his career consulting in the hotel, restaurant and leisure industries before moving on to complete successful business development projects in Property Investment, ICT and Entertainment, Public Relations, Fine Arts & Antiques. He was former Chairman of an international travel PLC, Senior Vice President of American General Investments and Director of an Auction House. Amongst a range of Chairmanships that transcend a wide variety of industries including sustainable energy, corporate strategy, cloud computing, media and the arts, Rothschild has also held a Board level position with the Carbon Advice Group an organisation that engages with individuals and businesses to combat climate change.

"This appointment is extremely exciting as it combines two of my great interests - IT and the green agenda," commented Oliver. "I hope that my experience and expertise will complement the skills already present and that by working with Bluesky we can, together, continue to develop and bring to market innovative geographic data solutions."

CONTACTS:

Website: www.bluesky-world.com

Bluesky Tel +44 (0)1530 518 518

Editorial enquiries, contact Robert Peel on tel. +44 (0)1666 823306

Colour separation requests - please fax only to +44 (0)1666 824 668

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

