See Everywhere • Measure Anything • Plan Everything™

History

Pictometry was founded in Rochester, N.Y. in 2000 to market a technology that extracts geometric and other physical information from digital images of counties and states. The company's unique patented information system combines aerial imaging with state of the art software that has the ability to provide Visual Intelligence™ unlike any other system available. Clients can literally view and analyze any house, building, intersection, fire hydrant, tree or any feature in their county from their laptop or workstation.

Background

Pictometry's patented imaging process captures high-resolution oblique (taken from angles) and orthogonal (straight down) images and combines them with an interactive software solution that lets users see everywhere, measure anything, and plan everything. The company's customer base includes a growing list of county, state, and federal government organizations as well as private business users. Applications include E911, law enforcement, homeland security, fire departments, assessors, planning officials, transportation, insurance, real estate, engineering, and utilities.

The company now employs more than 80 people, up from 60 a year ago, and projects that its growth will double every year over the next three to four years. Pictometry's innovate solution is covered by a U.S. patent, with a second one pending.

Situation Analysis

One square foot at a time, Pictometry is revolutionizing the way the world looks at buildings, properties, intersections, and surrounding areas. The company's patented, digital and georeferenced imaging process captures both orthogonal and oblique high-resolution images. Every feature can be viewed and analyzed in stunning clarity from at least three, and as many as 12, different directions. The images, organized by counties, are stored and accessed through an image warehouse.

Beyond the high-resolution digital images, Pictometry software provides a tool set that enables a wide range of image measurements that include distance, height, areas, length, bearing, and elevation. A virtually limitless amount of annotations can be added to the image that can provide additional data for planning and/or first response purposes. The applications for Pictometry are almost endless:

- 911 centers can view multiple images of caller location at time of call – reducing response time in situations where a specific location is difficult to find.
- Firefighters can use a laptop computer and assess every entrance to a burning building or find alternative water sources before arriving on the scene.
- Law enforcement personnel can pre-plan safer and more effective raids.
- Appraisers can improve and support their market valuations and assessments based on complete visual inspection of structures.
- Town planners are able to view how a proposed housing development would affect a neighborhood before the first foundation is poured.
- Engineering firms can look over potential sites, accomplishing in 15 minutes what used to take hours or days.

Pictometry solutions are currently deployed in many leading metropolitan areas such as Atlanta, Boston, New York City, San Francisco, and others. Arlington County, Virginia was the first county in the U.S. to install the Pictometry system and they considered it priceless on September 11, 2001, when a hijacked jet crashed into the Pentagon. County employees quickly pulled up images of the building, measured the impacted area, and provided rescue workers with annotated pictures.

In September 2003, the winds and rain of Hurricane Isabel had not yet reached Chesapeake, Va., but public officials there decided Pictometry would play a leading role in its recovery. The city asked the company to take aerial images of all of Cheseapeake's 353 square miles as soon as possible after the storm in order to create a complete visual record of the damage and begin prioritizing cleanup and other projects. The company sent its planes to Chesapeake about 36 hours following the hurricane's arrival; five days later, city officials had a massive database of more than 17,000 images. In less than a week the entire database of over 43,000 images was delivered.

The project was a good test for Pictometry, which normally markets its images and software in less urgent situations. The company has long told customers that it could respond quickly in the case of a disaster, but Isabel was the first time the pledge had been put to the test.

Conclusion

Pictometry recently launched its Pictometry Online™ web site for engineering, architectural, and planning firms. It is a fee-based service that enables registered firms to research, select, and purchase high-resolution aerial images from its web site database. Its database has over one and a half million images of leading municipal centers. The high-resolution georeferenced images, along with Pictometry software, enable engineers, architects, and planners to view, measure, and plan every square foot in their community. It helps firms save time and resources by pre-inspecting sites for new projects before sending out surveyors and inspection crews, as well as conducting preliminary site measurements without leaving the office.

Despite competition, Pictometry is well on its way to establishing a new standard in visual information systems. More than 40 U.S. counties, the state of Massachusetts, and several private companies, including a number of engineering firms, are licensed users of the Pictometry system. The company is also in negotiations with 300 other counties and is preparing to expand to Europe.

It's a market with huge potential. Analysts expect sales of images, software and related items such as cameras and remote sensors to top about $6.5 billion and grow 10 percent annually into the immediate future.

Headquartered in Rochester, N.Y., the company's links to the Rochester Institute of Technology (RIT) and the breadth of imaging resources available throughout the community here are significant factors contributing to the company's success.