

# NEARMAP FOR AEC

A better way to inspect,  
understand, and visualize your  
project from the start.

MAY 2020 | SAN DIEGO, CA U.S.

**Our cities are constantly evolving.** Whether it's designing a new school for a city or suburb, developing residential buildings, expanding highways and freeways, or planning an infrastructure upgrade, new structures are being designed and built every day to create smarter, more sustainable cities. It's a monumental task, especially with explosive population growth in urban areas across the United States. In the last decade alone, a massive construction boom rippled across the nation, which is unlikely to slow down anytime soon.

A typical construction project requires cooperation and collaboration from numerous stakeholders, whether individual or collective in nature. Some major initiatives, such as an infrastructure upgrade, may have more than a hundred entities working together to move the project forward and take ownership for the design, construction, or even solicitation of public approvals. Each individual or group needs access to a common operating picture that they can rely on if the project is to be executed successfully.

**Nearmap provides a way for project stakeholders to stay connected and informed throughout the project lifecycle. For instance, Nearmap is used for a range of activities, including:**

- Feasibility studies
- Remote field assessment
- Concept development
- 3D visualization
- Project estimation and proposal
- Construction document and reports
- Project logistics and site planning
- Stakeholder communication

# AEC professionals rely on Nearmap to make critical decisions throughout their project lifecycle.

Being able to clarify through visual confirmation what really exists on the ground is a key factor in why many AEC professionals rely on and choose Nearmap to support their project objectives. Whether it's measuring and inspecting project sites, identifying potential risks and hazards in construction areas, or being better informed on design decisions without ever leaving the office, Nearmap offers real world solutions. Our comprehensive catalogue of recent and historic location content drives project efficiency by reducing unnecessary site visits in the early stages of the project lifecycle. How is the real world brought to you?



MAY 2020 | AUSTIN, TX U.S.



## Proactively updated location content

Nearmap captures large urban areas up to three times a year, so you always have up-to-date aerial imagery at your fingertips, dated and timestamped. With years of historical imagery available in most coverage areas, AEC professionals can gain a deeper understanding of any location to validate, verify, and generate insights more efficiently and effectively.



## Quick and consistent delivery

Nearmap uses automation and scalable image processing to ensure the freshest imagery is streamed to your workflows within days of capture. This unrivaled speed of delivery ensures you are working with the most relevant and accurate source of truth. No more guessing with free satellite imagery, wondering when the location was captured.



## Wide-scale coverage

Nearmap has an extensive capture program that covers 71% of the US population, including the top 430 cities and towns, with more than 330,000 square miles covered annually. We have your locations of interest covered, ready when you need them.



## Insanely easy to adopt

A Nearmap account can be set up in a matter of minutes, with no additional software required. Instantly access Nearmap's high resolution aerial imagery on any connected device via our web platform, MapBrowser, or through supported APIs. Easily view, measure, and export Vertical, Oblique, and 3D content wherever you are. Explore, export, and import content on demand.



## Seamless Integration

Nearmap location content can easily be integrated with third-party software, including leading GIS, design and visualization platforms such as Esri, Autodesk, and Bentley Systems. You can also seamlessly view Nearmap in the ArcGIS suite, including ArcGIS Online, ArcGIS Enterprise, and ArcGIS Pro.



# USE CASES



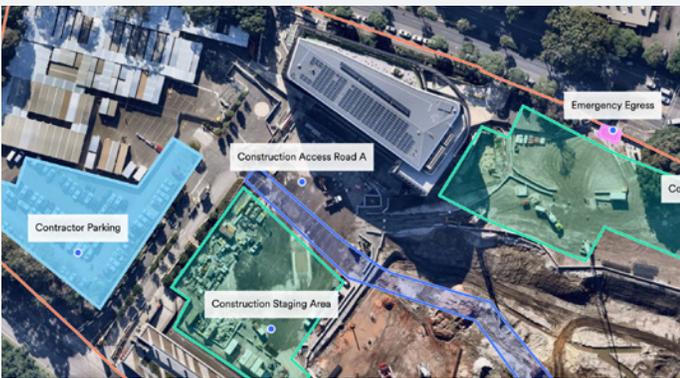
## Feasibility Study

Access to project sites is not always possible in the early stages of a project. Conduct remote field assessments with Nearthmap to scope out the project and prepare compelling proposals to win jobs and wow stakeholders. Consider all aspects of the proposed site to determine the viability of the project before taking on any significant expense.



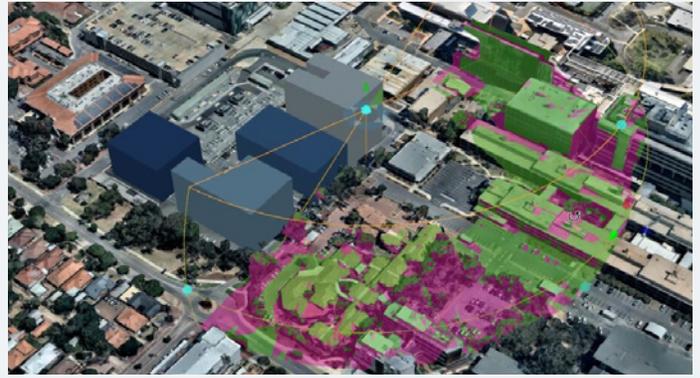
## Concept Development and Scenario Modelling

Aerial imagery is a backdrop to Architecture and Engineering designs inside popular GIS, design, and visualization platforms such as Autodesk, Esri, and Bentley Systems. Construction engineers may also use aerial imagery to prepare for a construction site — such as determining the logistics and assembly of heavy equipment, mapping the turning radius of cranes for clearance, and placement of machinery across the job site.



## Site & Logistical Planning

Construction projects often take months or years to complete. Construction projects often take months or years to complete. Nearthmap location content can be used to plan and execute the control of procurement, transport, and stationing of workers and materials in the different phases of the construction to reduce disruption to the local community and surrounding businesses.



## Community Engagement

AEC professionals have to continuously engage with the community and other stakeholders throughout the project lifecycle to minimize miscommunication and risks — such as traffic rerouting and service disruptions that impact the local community. With Nearthmap's crystal clear imagery, project managers can easily communicate the value and impact a project will have on the area.

# WHAT OUR CUSTOMERS SAY

"Now I don't have to go out into the field for measurements... I fire up Nearthmap and can measure the entire community within about two hours. It's a huge time saver. In addition, before Nearthmap I wasn't able to pick up the differences in surface materials. Now these attributes are spot-on accurate."

— Russell Spragg, GIS Technician, Mike Stone Associates, Inc

# NEARMAP PRODUCT SPECIFICATIONS

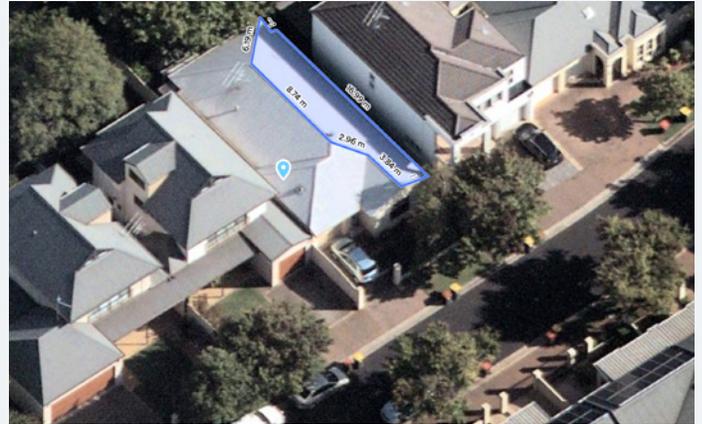
Nearmap is a subscription-based service with flexible options tailored to suit your needs. A Nearmap subscription means your users will always be able to work with the most current imagery.

In aerial mapping applications, the Ground Sampling Distance (GSD) represents the distance, measured on the ground, between the centers of two adjacent pixels of a digital image. An image with 3"/pixel GSD means the locations of two consecutive pixels are 3 inches apart on the ground. Why is this important? It means the sharper the resolution and lower the GSD, the greater clarity and ground truth you'll have when viewing a project site.



## Nearmap Vertical

- GSD: 2.2" – 3"
- High resolution top-down imagery
- Measure length, area, or radius on MapBrowser



## Nearmap Oblique

- GSD: 3"
- Multi-perspective aerial view at a 45-degree angle
- View all four cardinal directions with a gallery of individual source images
- Accurate height, slope, and roof area measurements



## Nearmap 3D

- 360-degree, immersive view of 3D textured mesh in 3D Viewer
- Pan & zoom, and measure height, length, pitch, area, and elevation (RL values)
- On-demand export of 3D content: textured mesh, DSM, true ortho, point cloud and DEM



## Nearmap AI

- View AI Layers, a visual overlay, in MapBrowser to help you identify properties and objects
- On-demand export of AI datasets for easy third-party integration
- Growing list of AI datasets: swimming pools, solar panels, roof characteristics, building outlines, tree overhang, and more

# WHAT OUR CUSTOMERS SAY

"Assessing orthographic and panoramic views, the ability to measure slopes and footprints of buildings, to accurately measure building height — that all used to be guesswork for us."

— Austin Reed, 3D Visualization Team Lead, HNTB

"Nearmap's image quality from tile to tile is so consistent and current that our team can produce beautiful and accurate models for our clients with a lot less work."

— James Pageau, Senior Media Design Leader, HNTB

## ABOUT US

Founded in 2007, Nearmap is leading aerial imagery and geospatial technology provider, delivering content at scale and covering large urban areas throughout Australia, the United States, New Zealand, and Canada.

Nearmap is one of Fast Company's 10 Most Innovative Companies of 2020 and is a Sydney-headquartered technology pioneer listed on the ASX 200. Combining patented plane-mounted camera systems, a world-class survey operations capability, and an automated photogrammetry pipeline to provide imagery within days of capture, Nearmap provides quality at scale — covering large urban areas to empower businesses to perform virtual site visits and make critical business decisions without leaving the office.



[www.nearmap.com/AEC](http://www.nearmap.com/AEC)