



## Introduction

Aerial DigiCam provides high quality, low-level, aerial photographic services. Our simple and cost effective approach means you get the images that have maximum impact with minimum disruption. We use a remote control digital camera attached to a 15-metre (approximately 50 feet) telescopic mast mounted on a vehicle which removes the need to hire expensive scaffolding, aeroplanes or helicopters.

This unique bird's-eye view is previewed via an LCD screen at ground level. The control unit allows the operator to pan, tilt, zoom and frame the subject all from the ground. The telescopic mast captures unique aerial views and needs only the parking area of a medium sized family car.

The great advantage of this method is that there is minimum disturbance to either surrounding properties or their occupants. Every project is different and Aerial DigiCam can tailor its services to meet your individual needs, just give us a call to discuss your requirements. Here is just a small sample of the many applications of our unique service.

## Property Marketing

For a property to appeal to a potential buyer before they have set foot over the threshold, the photograph that accompanies the sales particulars must have that 'wow' factor. The photograph must not only convey the property's full potential but also express the scale of the building and be able to set it within its surrounding landscape.

### *Commercial*

*Property* Aerial DigiCam can create the most advantageous elevated images to present commercial property (industrial, retail or offices) at its very best, providing high quality digital aerial photographs for sales particulars and brochures.

The bird's-eye view from the telescopic mast can emphasise the setting of the property and also highlight important features such as loading areas, car parking, amenity areas and landscaping.

## ***Residential***

### ***Property***

Aerial DigiCam can provide an excellent addition to any estate agent. Our captured images can emphasize the setting of the property and also highlight important marketing features such as attractive landscaped gardens and natural water features. Unlike traditional aerial photography, Aerial DigiCam can ensure that large areas of roof do not dominate the image allowing the more attractive front and side elevations of the property to become the main subject of the photograph.

## ***Pubs &***

### ***Hotels***

Aerial DigiCam can capture low-level aerial photographs of both pubs and hotels to highlight the character of the property and the unique setting within attractive surroundings. Our images can emphasise individual attractions such as outdoor eating areas, facilities for children, attractive gardens and parking.

These aerial views can also be used to create unique merchandising products for your events management team and also for promotional purposes.

## ***Agricultural***

### ***Property***

Aerial DigiCam can create the right environment for the marketing of redundant agricultural properties such as farmhouses, smallholdings, barns and even individual fields. A unique digital aerial image is the answer to providing a panoramic view of the sprawling irregular layouts of old farm buildings and will capture the size, extent and setting of the property.

Our service can provide the 'perfect picture' from an aerial viewpoint without having to spend a fortune on hiring helicopters or fixed wing aircraft.

## ***“Off-Plan”***

### ***Marketing***

How do you sell a view from an upper floor window of a property set in an idyllic location with a beautiful river or in rolling countryside before even the first brick has been laid?

By working with developers, Aerial DigiCam can greatly assist in the off-plan marketing at a very early stage even with the plans still on the architect's drawing board.

This 'virtual view' is captured by positioning the telescopic mast at the precise location of the building on the undeveloped site. By raising it to look out from the exact height of the individual window openings, all the magnificent views are revealed; a simple solution to a very difficult problem.

# Property Survey

## *Planning*

### *Issues*

Most planning submissions will benefit greatly from a number of bird's-eye view images of the site. These can assist the planning committee in its overall understanding of the proposed scheme and to 'set the site' within its immediate surroundings. Planning appeals are another emerging area for Aerial DigiCam; we have the ability to assist house builders to be successful in gaining permission for contested developments.

## *Roof*

### *Inspections*

A major part of any building survey and the most difficult area to reach is the roof. However, other issues to consider when undertaking a roof survey are the insurance and Health and Safety (H&S) implications. Our unique service allows the survey to be carried out with no one ever leaving the ground.

The vehicle can be positioned alongside the property and the telescopic mast extended to roof height and above in a matter of minutes. The remote control camera can photograph large areas of the roof and can zoom-in for close-up shots of those areas of concern. The vehicle can be quickly relocated around the building to photograph the roof from different angles or across the roofs of adjoining buildings if immediate access is a problem.

## *Building*

### *Surveys*

Traditional survey methods mean either scaffolding the whole building or the use of expensive abseiling teams. Both options are expensive and require several days to set up and dismantle. Aerial DigiCam can provide the solution needed to perform a detailed photographic survey without the need for external structures or any contact with the fabric of the building. The ease of use of the equipment means that the surveyor is able to view the condition of large areas of the external faces using the LCD monitor at ground level and then zoom-in to photograph the areas of most concern.

Colin Swan of Aerial DigiCam explains: "The use of our service can give the client major benefits in terms of time and cost savings over the use of traditional survey methods. We also carry out this work on any property from a terraced house to larger industrial buildings. Our service saves time and money."

## ***Construction***

Project Boards more often than not like to see an update on how work is progressing. Aerial DigiCam can be retained to provide periodic aerial photography of various development and building sites throughout the construction period. We can provide aerial close-ups of specific areas on the site such as foundations, brickwork, steelwork, cladding, roofing, etc. whilst under construction.

These low altitude aerial images provide an invaluable detailed record of the various aspects of the build around the whole site over a period of time and can be referred to in the event of a dispute.

## **Legal**

### ***Insurance Claims***

It is well known that a photograph can quickly and easily convey information in a form that everyone can comprehend. It puts the circumstances or location in context, as well as capturing important detail that on first inspection can easily be missed at ground level.

The low-level aerial images provided by Aerial DigiCam have many advantages when presenting photographic evidence for insurance claims by providing a record of the overall area and 'setting the scene' of the claim from an aerial viewpoint.

These low-level aerial photographs can be an important factor in the swift settlement of a claim whilst saving both time and money. They form a bird's-eye photographic record of the location and provide invaluable support to key witness statements thus providing an important negotiating tool for early settlement.

### ***Photographic Evidence***

Aerial DigiCam is successfully developing a new, cost-effective way of producing low-level aerial photographs that can be used as evidence in courtrooms without the need for expensive aircraft or any worries concerning flight restrictions.

There are many advantages to be gained from this method of presenting photographic evidence. The equipment can capture views, ranging over a wide area, which may incorporate several linked crime scenes or intricate details that cannot be picked up at ground level or when photographed from an aircraft.

This photographic record can be a key support of witness statements or can

provide a key negotiation tool for early settlement. Furthermore the photography can be undertaken days, weeks or even years after the event to highlight important detail.

The principal benefits of this unique aerial photographic service are as follows:

- Reveal important detail that cannot normally be seen at ground level
- Increase significantly the visual quality and understanding of evidence
- Record the overall layout and 'set the scene' in its surroundings from an aerial viewpoint
- Create a photographic record to support diagrams, plans and witness statements
- Provide a key negotiation tool for early settlement

Other applications for this unique service within the legal profession include areas such as:

- Accident photography
- Personal injury claims
- Road traffic accidents
- Scenes of crime
- Insurance claims
- Boundary disputes
- Planning appeals
- Environmental issues
- Dilapidation surveys
- Construction disputes

### ***Health & Safety Executive***

With the rapid advancement of the 'no-win, no-fee' culture, coupled with the successful corporate prosecutions by the Health & Safety Executive (HSE), the future for this service lies just as much in the 'before and after-the-event' photographic recording and evidence capture. Organisations would be wise to protect themselves fully with a photographic survey of their site forming part of an overall risk assessment or to provide a record before undertaking any new building work, improvement or modification.

A business park was prosecuted by the HSE following an accident alleged to have been the direct result of alterations to a road bend on the premises. As a result, the owners considered undertaking a full low-level aerial photographic record of every physical aspect of the park. Furthermore, it was their intention to carry out the same procedure after any alteration or modification to record fully any changes that have taken place.

In time, this service may well become standard practice for any organisation wishing to develop an historic record to cover the eventuality of any unforeseen accident, claim or prosecution. Once an accident has occurred, hindsight is a wonderful thing. However, a set of illustrative, 'before and after' images is even better.

## ***Boundary***

### ***Disputes***

Boundary disputes can be a very controversial subject and positions become very entrenched leading to a complete breakdown of communication between the parties. Inevitably, the only way forward is via the legal system and ultimately the Courts. Aerial DigiCam can supply images to solicitors and local authorities when dealing with boundary disputes or encroachments. We are able to gain the necessary height to photograph across the rooftops directly into the area of dispute. These low-level aerial images can clearly show the information required, the original boundary lines and the full extent of the encroachment.

## **Heritage and Archaeological**

### ***Archaeology***

Aerial DigiCam can quickly and easily provide a solution for obtaining quality aerial archaeological photographs. This low-level aerial photography can quickly capture aerial views looking across the whole site or straight down onto the excavated detail.

### ***Tourism***

Aerial DigiCam can work closely with heritage bodies, providing unique aerial views of architecturally important buildings both for record purposes and for tourism promotion. This ability, using the telescopic mast, to capture aerial close-up photographs of heritage buildings within busy town and city centres, with minimum disturbance, is recognised as a major benefit when assessing the alternative methods of obtaining low-level aerial photography.

### ***Heritage***

#### ***Surveys***

Aerial DigiCam provides a fast and cost-effective low-level aerial photographic service for external condition surveys and roof inspections of heritage buildings. The use of this low-level aerial photographic service does away with the need for either expensive scaffolding or experienced abseilers. Both of these options are expensive and time consuming, taking several days to set up and dismantle. Furthermore, Aerial DigiCam guarantees absolutely no contact with the fabric of the building unlike the other two options.

Other major benefits from the use of our low-level aerial photographic inspection are the improvements in Health & Safety and associated insurance implications. As no one actually leaves the ground to undertake the survey, the hazards associated with climbing ladders or scaffolding and subsequently scrambling around on slippery and sometimes dangerous structures, are completely eliminated.

## Road Transport

### ***Accident Sites***

Aerial DigiCam can work closely with road transport operators, solicitors, insurance companies and the Emergency Services to provide low-level aerial photographs of road traffic accident sites. These aerial images can be taken days, weeks and even years after the event to record the road markings, layout and overall setting of the accident site from an elevated view that cannot be achieved from photographs at ground level.

### ***Route Risk Assessment & Accident Black spots***

Driver training and route risk identification is a major problem for any public transport operator. We can provide images to accompany informative text to give clear guidance to drivers at known accident black spots along high accident rate routes.

Other applications for this low-level aerial photographic service include:

- Traffic Accident Investigation
- Personal Injury Claims
- Highway Liability Issues
- Road Safety Campaigns
- Route Risk Assessment
- Traffic Accident Reconstruction
- Insurance Claims
- Road Safety Posters
- Depot Vehicle Routing
- Driver Training Manuals

## 2009 Pricing

### ***Flexible Costs***

Aerial DigiCam focuses on being the first choice for professional aerial photographic services. As a guide our standard residential portfolio prices start from £75. This includes a single siting of the vehicle, the capture of approximately 10 - 15 pictures and the production of a CD containing the images in jpeg format. Re-positioning of the vehicle on site for additional images, digital rendering of images i.e. removal of movable objects such as cars and waste bins, or stitching together of multiple images cost £35 each. A commercial portfolio can be as little as £250 depending on the complexity and scale of the task. The cost includes re-positioning of the vehicle in up to 3 locations for image capture of up to 30 - 35 pictures, digital rendering of movable objects, stitching together of multiple images and the production of a CD. If it suits your business and requirements, Aerial DigiCam can work under your direction on an hourly or daily rate basis. Negotiated contracts and discounts are also available for repeat customers. We realise that no two clients' requirements are the same – and we will create the best solution to meet your needs. We look forward to hearing from you with any questions, and the possibility to work with you on your next project.