EARTH-i and what3words Watch Farnborough Airshow From Above

Earth-i attends the show for the first time.

EARTH-i and what3words are providing the organisers of the UK Farnborough International Airshow with an up-to-date map of the entire area, for use during the show. With a three-word address of every 3m x 3m square of the airfield and exhibition site, this can then be used to manage logistics, visitor direction and emergency response efforts. The joint application with what3words comes as

London-based, what3words has created a global location reference system that gives every 3m x 3m square on the planet a fixed and unique 3 word address. Selecting from various imagery sources, Earth-i acquired a large amount of data from a manned aerial platform taking images from multiple angles of the Farnborough International site, to build a highly accurate 3D model. The data was then processed at Earth-i to produce a single, 9cm resolution plan-form image using the 3D model to correct the different image view angles. These images were then divided up into tiles ideal for internet delivery and on receipt of the finished image what3words overlaid their 3m x 3m grid system to integrate it with the optical data from Earth-i.

Efficient Reaction

This means the Farnborough operations team can react efficiently to situations that arise, knowing exactly where everything and everyone is. So a team member in the field can simply say "I need backup at friday.visit.look" and others can navigate there easily, while the team in HQ can see exactly where this location is, using the image of the site overlaid with what3words. The map of Earth-i imagery plus what3words allows for visualisation of the site assets and infrastructure, along with both 3 word address search and discovery.

https://www.gim-international.com/content/news/earth-i-and-what3words-watch-farnborough-airshow-from-above