

# Bluesky and UP42 enter into partnership to broaden geospatial data capabilities



Under a new partnership, Bluesky International will provide its accurate, high-resolution aerial imagery of Great Britain and the Republic of Ireland, alongside other geospatial datasets, to UP42, which is a leading Berlin-based geospatial developer platform and marketplace.

UP42 offers its customers everything they need to access geospatial data from

leading providers, as well as creating and embedding Earth observation insights into their applications. Since its launch in 2019, the start-up has grown rapidly, and the recent agreement with UK-based Bluesky brings additional high-quality, up-to-date and accurate geospatial products to its customer offering.

Rachel Tidmarsh, CEO at Bluesky, expressed her excitement at being part of UP42's growth journey. She stated: "Bluesky is celebrating its 20th year this year, and our wealth of knowledge and expertise is reflected in our comprehensive product portfolio, and I am confident this will enhance UP42's customer experience."

## Aerial imagery, datasets and oblique photography

As part of the partnership, [Bluesky](#) will provide its aerial imagery, height and terrain datasets, National Tree Map, and ultra-high-resolution city imagery, both vertical and oblique. The Bluesky products will sit on the UP42 marketplace, which currently contains over 160 products from the world's leading geospatial organizations, including satellite imagery, weather data, and more. The platform is becoming a key enabler for industry leaders, informing business decisions, and building scalable customer solutions.

"We're very pleased to welcome Bluesky to our marketplace at a time of rapid expansion," said Sean Wiid, CEO of [UP42](#). "Their high-quality digital aerial photography and height data is a valuable addition to our growing portfolio, enabling our customers to combine even more types of data for the most diverse applications."

Bluesky is based in Leicestershire, England, and provides a wide range of geospatial data products and services to both private sector customers and all public-sector organizations and local authorities in the UK through its APGB contract with the Geospatial Commission. The company's GIS and CAD-ready imagery captures cityscape rooftops, fauna and other features, and is available in common image formats. Bluesky's aerial imagery catalogue covers all of England, Scotland, Wales and the Republic of Ireland, and is available off-the-shelf. The collection is continually updated and expanded through a cyclic update programme, ensuring its national collections are always up-to-date.



Lidar height data alongside aerial imagery of the city of Bristol, with a tree map overlay. (Image courtesy: Bluesky International)