

European Aerial Mappers Challenge Data Streaming Competitors



Members of the European Association of Aerial Surveying Industries (EAASI) came together for a virtual meeting to question two of the industry's leading sensor manufacturers about their recent acquisitions of large aerial survey companies and the potential impact on the wider industry. In an online webinar, pre-submitted questions about imagery specifications, capture plans and data licensing opportunities and the prospect of competing with their own customers were placed to Alexander Wiechert, managing partner and CEO of Vexcel Imaging, and John Welter, division president at Hexagon Geosystems.

The EAASI-hosted event also included answers to questions about future sensor development plans and support packages as well as an exploration of both companies' commercial aspirations. Chaired by EAASI Treasurer Rachel Tidmarsh, the broadcast

ended with an active Q&A session with members placing questions live.

Creating and defining opportunities for aerial surveying

"This was a unique opportunity for EAASI members to explore with Hexagon and Vexcel their observations on and plans for the global aerial imaging market," commented Rachel Tidmarsh. "We are grateful to both organisations for their co-operation and openness with our membership and we look forward to working with them to develop and sustain the future of aerial survey in Europe."

"As the global aerial imaging market has experienced a period of significant change, it was important to our members that we facilitated this dialogue with Vexcel and Hexagon," added Simon Musäus, president of EAASI. "We hope that through this and other EAASI activities we can help to further create, promote, influence and define opportunities for aerial surveying in Europe."

Acquisitions

In January of this year, Vexcel Imaging, a provider of aerial cameras and photogrammetry software, announced that it had acquired the aerial operations and mapping business group from Verisk's Geomni business. In a parallel move, Hexagon, a provider of a broad range of sensors, software and autonomous technologies, announced it had strengthened its content program with the acquisition of COWI's mapping business.

EAASI was incorporated in 2019, inspired by and with strong ties to the US-based MAPPS, which equally represents the firms of the geospatial industry in the USA. With the global aerial imaging market predicted to reach more than 2.8 billion dollars by 2022, EAASI aims to promote the benefits of aerial surveying, improve awareness of aerial survey data and maintain and promote best practice within the industry.

The full webinar is exclusively available for EAASI members to access online at <https://www.eaasi.eu/webinar-video>.