

# Geospatial Joint Venture to Help Plan Roll-out of European 5G Network



Land Info Worldwide has assembled a team of renowned geospatial companies to help plan the roll-out of 5G networks across Europe. Land Info is already the premier provider of mapping solutions for 5G wireless in North America, using machine learning and artificial intelligence to meet the demanding mapping specifications of network design. It hopes that by working with aerial mapping company Bluesky International in the UK and Hexagon's HxGN Content Program team in continental Europe, it can extend this reach in the 5G industry internationally.

"Our international team, comprising Bluesky and Hexagon, will give 5G wireless operators in Europe direct local access to the geospatial data and expertise they need to develop state-of-the-art telecommunications networks," said Land Info President Nick Hubing.

## Object-based image analysis and artificial intelligence

[Land Info](#) emerged as a primary provider of 5G network mapping solutions as a result of significant investment in developing automated geospatial technologies including object-based image analysis and artificial intelligence. These proprietary technological advancements have uniquely positioned Land Info to meet the mapping specifications of 5G network design worldwide.

Land Info differentiates itself by using these techniques to quickly extract scalable elevation and land cover information from very high-resolution aerial imagery, as captured by [Bluesky](#) and [Hexagon](#). Land Info has already used Hexagon imagery at scale and its technology is optimized to work with its aerial sensors, [including the new CityMapper as operated by Bluesky](#).

"It is widely acknowledged, the signal propagation characteristics of 5G cell design requires a level of detail and accuracy that is best met with airborne derived data," added Rachel Tidmarsh, managing director of Bluesky International. "The combination of our data capture expertise with Land Info's proven technical approach and Hexagon's advanced sensors will, it is hoped, inform decision making and help speed the roll out of 5G across the region."

Land Info entered into the collaboration with Bluesky and Hexagon based on their leadership in aerial data acquisition and established sales networks across the United Kingdom and Europe. Bluesky International is an innovative aerial survey company with offices in Great Britain, Ireland and the US. Hexagon is a global leader in sensor, software and autonomous solutions putting data to work to boost efficiency, productivity, and quality across industrial, manufacturing, infrastructure, safety and mobility applications