

Laser Scanning Company's New Name Marks Business Evolution



South African geospatial services company Geomatica will continue under a new name. The company has re-launched as GeoM following a major evolution in its business. Specialised both in airborne and terrestrial laser scanning projects, it has made a significant investment in new laser scanning hardware, recruited experienced professionals and undergone a complete marketing makeover.

GeoM is responding to market demands in southern Africa for an end-to-end service provider with experience in all aspects of data capture, processing and delivery.

Newly appointed CEO Dean Polley commented that both domestic and international markets were changing rapidly, and the company could no longer remain complacent with

its current service offering portfolio. By investing in new equipment, new people, a new office, new name and a new look, the company can offer a complete 'earth to sky' laser measurement capability including some soon-to-be-announced, leading-edge innovations, he continued.

GeoM is a leading South African service provider of airborne laser mapping solutions, specialising in vegetation management services, power line and tower infrastructure maintenance and management for the electrical transmission industry. GeoM also offers a range of mapping and surveying services to the mining industry including stock-pile volume surveys, open-cast mine mapping and safety monitoring.

GeoM can acquire Lidar, orthophotos, oblique images, UV, IR, HD video imagery and hyperspectral data from a range of platforms, including standard survey aircraft, helicopters and gyrocopters as well as terrestrial and mobile solutions. GeoM has completed projects across the African region including road surveys in Botswana, quarry mapping in South Africa and a deep sea port project in Cameroon.

The company has undergone a marketing makeover launching a new corporate identity including logo and website, and will shortly move into purpose-built office accommodation within the Oxford Office Park development in Highveld Techno Park, Centurion, South Africa.

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