

Nearmap Partners with HNTB to Use 3D Aerial Imagery



Nearmap, a provider of high-resolution aerial imagery, is strengthening HNTB's ability to create lifelike 3D HD-quality visuals and models. Using Nearmap's timely and accurate aerial imagery throughout the entire proposal pipeline helps HNTB be more accurate and more efficient in competing for large, complex architecture, construction and engineering (ACE) projects.

"Assessing orthographic and panoramic views, the ability to measure slopes and footprints of buildings, and to accurately measure building height – that all used to be guesswork for us," said Austin Reed, 3D visualization team lead for HNTB. "Nearmap gives us the ability to get data we want when we want it, 24/7, and at a phenomenal level of detail."

Previous imagery required more work to model and retouch animations, because the resolution wasn't as clear as what Nearmap delivers. Nearmap 3D aerial imagery provides HNTB with 360-degree panorama views, along with detailed orthographic images and the tools to measure distances and heights, determine slope angles, and document building footprints, which was previously guesswork for the team.

"To win business, we have to be faster, more efficient and do it better," said James Pageau, senior media design leader at HNTB. "Nearmap's image quality from tile to tile is more consistent and current, so our team can produce beautiful and accurate models for our clients with a lot less work. We're more efficient in our modelling and there's less retouch in our animations. It's changed the way we work."

HNTB uses aerial imagery as the foundation of creating visuals and animations throughout the entire pipeline of proposals and projects. The most important aspect of aerial maps for HNTB is that they are up to date and highly detailed. Nearmap aerial imagery improves the team's overall process by giving them accurate data that they can integrate directly into engineered drawings.