

Technology Partnership Sparks New Virtual World



A new world of digital 3D imagery has been opened up to Australian businesses, following a partnership between online data mapping specialists MapData Services (MDS) and 3D imagery experts earthmine Australia. The alliance will see MDS – which is renowned for developing online maps and mobile apps - introduce a new 3D street-level imagery capability to its portfolio.

MDS General Manager Cassandra Barker said the partnership heralded the future of organisational data management and analysis in Australia. She said that managing information from a geographic, map-based perspective has become common place in

today's business environment, but user expectations have grown beyond flat, 2D imagery.

MDS partnership with earthmine Australia, facilitates creating a real-life digital experience that transporting the user into a dynamic virtual world. "For a staff member in a government department, this could mean performing audits on council assets – such trees or roads – from their computer, without having to make a trip into the field. Retailers could providing customers with an augmented reality mobile app that creates a highly personalised shopping experience. And real estate agents could use the technology to virtually show prospective buyers around properties and neighbourhoods without actually leaving the office.

earthmine Australia CEO Peter Markham said the partnership would enable MDS to deliver highly accurate, panoramic street level 3D imagery of suburbs, cities and states Australia-wide.

Unlike other imagery software solutions in the market, the end-to-end earthmine solution has plug ins for seamless integration with major Geographic Information System (GIS) technology, including AutoCAD and the world-leading Esri ArcGIS platform.

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