



## Z/I Imaging technology creates a competitive edge, sets young geospatial information firm apart from the competition with complete Earth Imaging solutions

### Products Used:

- ImageStation Stereo Softcopy Kit Professional
- ImageStation OrthoPro
- ImageStation Feature Collection
- ImageStation Stereo Display
- ImageStation DTM Collection
- ImageStation Photogrammetric Manager
- ImageStation Model Setup
- ImageStation Automatic Triangulation
- ImageStation Digital Mensuration
- PhotoScan scanner
- CADMAP/dgn
- Zeiss® RMK TOP 15
- Dell® Precision Workstations
- Sony® High Resolution Displays

### Key Benefits:

- Z/I Imaging technology provides superior mapping results while keeping costs down
- Z/I Imaging's technology and services enable the company to meet — or beat — schedule requirements

### Profile:

**Name** — Vertical Mapping Resources, Inc.

**Web site** — [www.verticalmapping.com](http://www.verticalmapping.com)

Vertical Mapping Resources is a full service geospatial informa-

Z/I imaging assists Vertical Mapping Resources, Inc. in keeping costs down and meeting – or beating – schedule requirements

### The Challenge:

Vertical Mapping Resources, Inc. (VMR) is committed to maintaining the highest-quality earth imaging production facilities on behalf of its clients. Its dedication to staying at the forefront of technology, coupled with its mutually beneficial relation-

ship with Z/I Imaging, an Intergraph company, enables the company to offer cost effective mapping data, with quick project schedules, in virtually any CAD format.

VMR burst onto the Southwest US market in 2001 with the vision of becoming the most technologically adept, relationship-oriented mapping company in the southwestern United States. It has carved out its industry leadership through excellent strategic planning, superior customer service, and by making critical decisions up front with regard to the purchase of software and hardware.

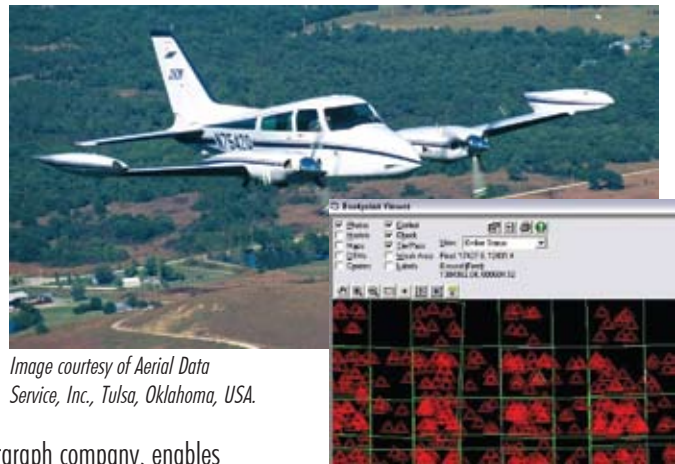
### The Project Objectives:

- Become the most technologically adept, relationship-oriented mapping company in the southwestern United States
- Purchase and implement top-of-the-line mapping technology that provides the highest possible mapping accuracy and quality for customers
- Create a competitive edge that sets VMR apart from the competition

### The Solution:

Initially, VMR purchased a suite of mapping software services from Z/I Imaging including the ImageStation Stereo Softcopy Kit Professional mapping system and ImageStation OrthoPro that provides exceptional photogrammetric workflow production. For hardware, the company selected Dell Precision Workstations and Sony High Resolution Displays.

Making such a committed capital investment in software and equipment was not a small decision for the young, start-up business. According to Joseph Bartorelli, the company's president and chief operating



*Image courtesy of Aerial Data Service, Inc., Tulsa, Oklahoma, USA.*

tion firm that specializes in traditional and digital photogrammetric mapping and state-of-the-art geotechnologies, imaging, and land information consulting services. The young business regularly performs A/E design scale topographic and planimetric mapping, surface modeling, digital orthophotography, city and county GIS base mapping, and updating services.

**Size** — The young, driven, high-tech entrepreneurial firm more than doubled company revenues in its second year in business.

officer, “Vertical Mapping Resources’ management wanted top-of-the-line quality, efficiency, versatility, and ultimately, the highest possible mapping accuracy for its customers.”

Kurt Okraski, VMR’s chief executive officer, added that Z/I Imaging’s photogrammetric software offers a seamless interface of often complex photography, aerotriangulation, map compilation, editing, and digital orthophotography. Many of the company’s competitors have antiquated software and hardware systems from multiple vendors making technological coordination difficult and time consuming. In order to compete with VMR’s current technological advantage, experience, and expertise, these same competitors would need intensive training and a significant investment in new software and systems. It is this competitive edge that sets VMR apart from the competition.

Vertical Mapping Resources’ technical professionals reap many benefits from the use of Z/I Imaging technology. Among the most important benefits, they rely on Z/I Imaging to provide superior mapping results for customers while keeping costs down and meeting — or beating — schedule requirements.

Since its inception, VMR has used Z/I Imaging software to successfully complete a range of projects and clientele including:

- Havasu Lake, California / Chemehuevi Indian Tribe
- Coconino County, Arizona
- City of Beaumont, California
- Centerline Rail Project/Orange County, California
- Las Cruces, New Mexico / Souder, Miller & Associates
- Lost Dutchman State Park
- Reno Transportation Rail Access Corridor / Reno, Nevada
- Town of Solomon, Arizona
- City of Duchesne, Utah
- Red Hawk Golf Course in Temecula, California
- City of Kingsburg, California

Vertical Mapping Resources plans to continue using Z/I Imaging technology to provide the highest possible mapping accuracy for its customers — enlarging the competitive edge between the company and its competitors.

#### Vertical Mapping Resources, Inc.

Vertical Mapping Resources is a full service geospatial information firm that specializes in traditional and digital photogrammetric mapping and state-of-the-art geotechnologies, imaging, and land information consulting services. The business regularly performs A/E design scale topographic and planimetric mapping, surface modeling, digital orthophotography, city and county GIS base mapping, and updating services. For more information please visit [www.verticalmapping.com](http://www.verticalmapping.com).

#### Intergraph Mapping and Geospatial Solutions

Intergraph Mapping and Geospatial Solutions integrates geospatial and information technology to help government agencies and commercial enterprises worldwide achieve their goals. As a strategic member of the Open GIS Consortium, Intergraph is committed to open solutions. With more than 30 years of market leadership, Intergraph continues to maintain this role while providing superior geospatial management, photogrammetry and cartography solutions.

Intergraph Mapping and Geospatial Solutions is a division of Intergraph Corporation (NASDAQ: INGR), Huntsville, Ala., and does business in more than 50 countries through its wholly owned subsidiaries and global distributor and partner network. For more information, visit [www.intergraph.com/imgs](http://www.intergraph.com/imgs).

For more information, visit our Web site at [www.intergraph.com/gis](http://www.intergraph.com/gis).

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