

## Division Overview

# Leica Geosystems Geospatial Imaging

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### ABSTRACT

Leica Geosystems Geospatial Imaging division is Powering Geospatial Imaging<sup>SM</sup> by streamlining workflows, enabling users to work more efficiently and cost effectively. Offering a broad array of airborne sensors, photogrammetric mapping and remote sensing software solutions, Leica Geosystems Geospatial Imaging facilitates the efficient capture of data, accurate referencing of imagery, easy measurement and analysis, and versatile presentation of spatial information, even in 3D. Leica Geosystems Geospatial Imaging products are utilized every day by professionals worldwide who trust their precision, seamless integration, and superior customer support.

Powering Geospatial Imaging with precision, integration, and service from Leica Geosystems.

*When it has to be right.*

## 1. COMPANY FACTS

- **Headquarters:** Atlanta, Georgia, USA
- **Established:** In 2001, following Leica Geosystems' acquisition of ERDAS, Inc., a remote sensing and geographic imaging software company, and the remaining shares of LH Systems, a provider of aerial survey and photogrammetry solutions.
- **Role:** Leica Geosystems Geospatial Imaging delivers products and services that power the Geospatial Imaging Chain<sup>TM</sup> of capturing, referencing, measuring, analyzing and presenting geospatial information in a way that is useful to its customers.

## 2. KEY DIFFERENTIATORS

- Leica Geosystems Geospatial Imaging products are trusted for their precision, accuracy and innovative technology.
- Leica Geosystems Geospatial Imaging delivers an entire suite of products that power the Geospatial Imaging Chain: capture, reference, measure, analyze, and present geospatial information.
- Leica Geosystems Geospatial Imaging is the industry leader in data capture, digital mapping and image processing through market leading flagship products, such as ERDAS IMAGINE®, Leica Photogrammetry Suite (LPS), ADS40 Airborne Digital Sensor, ALS50 Airborne Laser Scanner, and RC30 Aerial Digital Camera System.
- Leica Geosystems Geospatial Imaging is the only industry innovator to offer quality mapping products that meet the needs of the professional and casual end-user, and all areas between.
- Leica Geosystems Geospatial Imaging empowers customers to work faster, easier, more cost effectively and more efficiently at every step by offering products that drive productivity.
- The Leica Geosystems Geospatial Imaging Technical Support team provides outstanding service where and when it matters.

- All efforts and initiatives throughout Leica Geosystems Geospatial Imaging – from product offerings to customer support – are customer driven.

### 3. PRODUCTS AND SERVICES

- **Hardware:** Highly-accurate cameras, sensors and scanning systems for aerial data acquisition, including:
  - **ALS50 Airborne Laser Scanner** – a versatile and powerful compact LIDAR system.
  - **ADS40 Airborne Digital Sensor** – allows an all-digital workflow, retaining the image quality of film.
  - **RC30 Aerial Camera System** – for decades, the foremost choice in aerial photography.
  - **DSW700 Digital Scanning Workstation** – a high performance photogrammetric film scanner.
- **Software:** Post-processing software for geographic imaging, remote sensing, and photogrammetry. Applications include ERDAS IMAGINE, Leica Photogrammetry Suite (LPS), Image Analysis™ for ArcGIS, Stereo Analyst® for ArcGIS, ERDAS® Stereo Analyst and more.
- **Services:** Include training, installation assistance, project assistance, and special programs for Defense, Homeland Security, Integrated Solutions Group (ISG), education and non-profit organizations (NPO).
- **Technical Support:** The best technical support team in the industry, known for successfully providing solutions quickly and courteously, closely tracking customer requests for better service and having a highly knowledgeable and professional team of customer care specialists.

### 4. CUSTOMER BASE

- Over 14,000 customers worldwide.
- **Areas of Concentration:** Airborne data acquisition, photogrammetry, remote sensing, digital mapping, and image processing.
- **Industries Served:** Academia, agriculture, defense, forestry, geology, law enforcement, local government, natural resources, oil and mineral exploration, telecommunications, transportation, urban and regional planning, and utilities.
- **Government/Defense:** NASA, National Geospatial-Intelligence Agency (NGA), U.S. Department of Defense, Spain Ministry of Defense, U.S. Forest Service, U. S. Department of Agriculture - Aerial Photography Field Office, Defense Intelligence Agency, Federal Aviation Agency (FAA), U.S. Department of Transportation, Ordnance Survey of Great Britain, and Ordnance Survey of Ireland.
- **Corporate:** PASCO Corporation, Hessisches Landesvermessungsamt (HLVA), Bundesamt fuer Eich-und Vermessungswen (BEV), COWI/Kampsax, Simmons AeroFilms, H.A.S., Woolpert, and VISKHAGI Goszemkadastrsjemka.
- **Universities:** Purdue University, Woods Hole Oceanographic Research Center, Melbourne University, University College London, Stuttgart University, University of Bonn, University of Calgary, and International Institute for Geo-Information Science and Earth Observation (ITC).

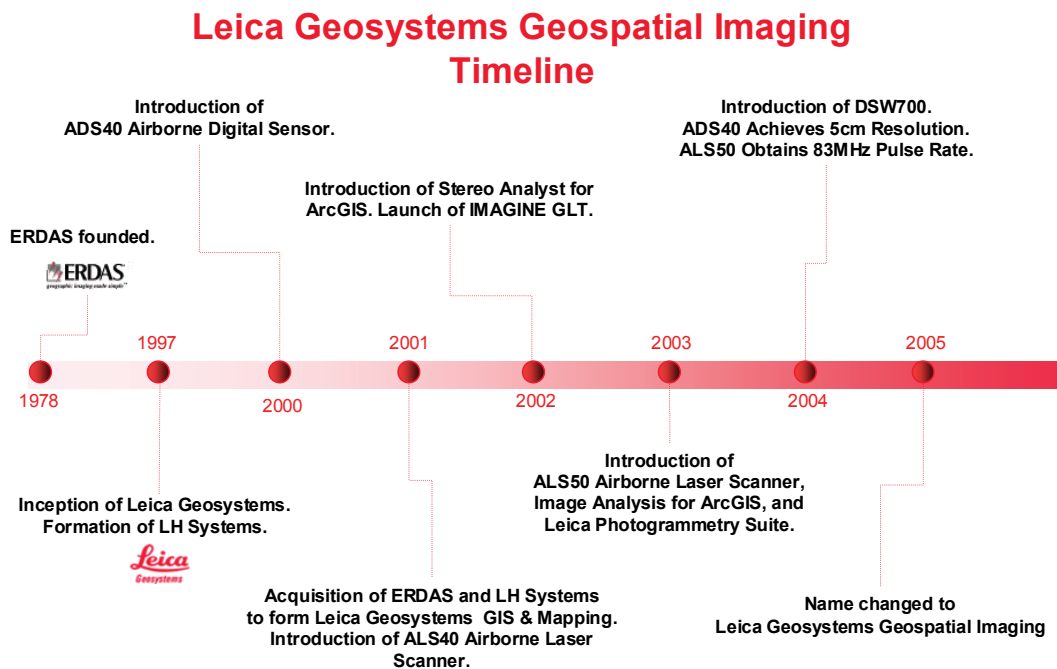
## 5. AWARDS

- Technology Fast 50 (multiple years)
- Outstanding Service Award, ASPRS (multiple years)
- Top Rating in NGA Pathfinder Program - ERDAS IMAGINE (multiple years)
- Service Award - Business & Technology Alliance
- Frost & Sullivan Merger and Acquisition Strategy Award
- James S. Cogswell National Industry Security Award - Defense Investigative Service

## 6. BUSINESS PARTNERS

- ESRI
- Oracle
- AED Graphics
- NovaLIS Technologies
- Lantmäteriet
- Geocom Informatik AG
- PASCO
- NovAtel Inc.
- Applanix

## 7. TIMELINE



## 8. LOCATIONS

**Headquarters:** Leica Geosystems Geospatial Imaging  
5051 Peachtree Corners Circle  
Norcross, GA  
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Web site: [gi.leica-geosystems.com](http://gi.leica-geosystems.com)

**Development:** Atlanta, Georgia; San Diego, California; Westford, Massachusetts; Calgary, Alberta, Canada and Heerbrugg, Switzerland