



For Immediate Release

**THE GEOVANTAGE ROLLING IMAGERY PROGRAM LAUNCHES: COST EFFECTIVE GIS-READY IMAGERY FOR ANY SIZE PARCEL**

*Southeastern U.S. states can now order digital aerial imagery for any size order, at one standard price*

**Swampscott, MA, September 8, 2004** – GeoVantage, Inc. today announced the launch of the GeoVantage Rolling Imagery Program (GRIP) throughout the Southeast and Texas. The program is based on a rolling regional schedule, which allows GeoVantage to bundle multiple small imagery orders and offer a cost effective price. By aggregating small orders, GeoVantage can waive minimums traditionally required for custom orders, and pass along price savings to their clients. Smaller organizations can now afford the imagery they need to effectively manage their lands while larger forestry companies benefit from the program’s flexibility.

Aerial surveys have become an integral part of managing forest lands, in large part replacing extensive surveys in the field. With current digital mapping capabilities, acquiring fast, accurate imagery is now not only essential, but cost effective. Forestry companies need imagery, in a timely fashion, for fertilizer and pesticide planning, monitoring cut blocks and paying suppliers and feeding mills. With GRIP clients won’t have to wait until they have enough acreage to meet traditional order minimums. They will be able to maximize operations by getting the imagery they need, when they need it.

“We often hear from customers who want to collect imagery for a relatively small parcel, said Matthew Herring, Vice President, Sales and Marketing at GeoVantage, “Because it is not cost effective, imagery companies will often turn down these jobs. The GeoVantage Rolling Imagery Program changes the equation by offering the same quality product, at a great value, when the customer needs it.”

GRIP will be offered in select Southeast and South Central states beginning September 2004. For detailed information visit [www.geovantage.com/grip](http://www.geovantage.com/grip).

To learn more about the GeoVantage Rolling Imagery Program, or to schedule a project, e-mail [info@geovantage.com](mailto:info@geovantage.com), or call 781.599.4664.

**About GeoVantage, Inc.**

GeoVantage leverages cutting-edge technology to deliver georegistered, orthorectified aerial imagery in full color and near infrared. To meet the unique remote sensing requirements of forestry, agriculture, urban planning and environmental management, GeoVantage custom flies each project. Twenty-two state-of-the-art sensors, composed of



integrated GPS, inertial measurement units and 4-band digital cameras, enable rapid response and worldwide geographic coverage.

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