



PRESS RELEASE

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New portable mapping technology **imajbox**® now available in Australia

puredata and **imajing** have concluded an exclusive distribution agreement for Australia.

This agreement enables **puredata** to offer the innovative portable mapping technology of **imajbox**® to road authorities, local Government, infrastructure and transportation network managers in Australia and New Zealand.

Imajbox® is a revolutionary means of producing network images in large volumes from non-dedicated vehicles. It can be mounted in a minute on any vehicle, whether on roads, rail or water. Network imaging surveys can be conducted with great efficiency and images delivered and processed quickly for data extraction. **imajbox**® makes it feasible to regularly refresh the images of a network.

A chain of custom software tools makes it possible to extract from the images geo-referenced data of any type of interest in a network. This can be used, for example, to build and update maps and GIS layers to support installation and maintenance budgetary decision-making or for day-to-day surveillance and maintenance of the network.

Applications include infrastructure design, footpath and pavement management, assets inventory, video logging, linear referencing construction, 3D reconstruction and GIS data production.

Its low cost and extreme ease of use makes **imajbox**® the most cost-effective mobile mapping technology available today.

puredata currently offers both services and products, giving the client freedom of choice from full service to full autonomy in data collection, processing and interpretation.

This unique position in the market, with the full support of the R&D team of **imajing**, offers clients tailored solutions for data collection, GIS update, data analysis and data sharing within their organization.

“After having developed and deployed our own, in-house, proprietary data capture systems, **puredata** understands the challenges and complexity involved in providing a cost efficient and productive service to the market. After an extensive search, we are delighted to have found in the **imajing** system, such well engineered, state-of-the-art digital data capture and mobile mapping technology. We are very impressed with the **imajing** team and the depth of their software and engineering capabilities,” said Rishi Viner, Managing Director, **puredata**. “**puredata** is excited to have been granted by **imajing** the exclusive distributorship for this technology in Australia and are looking forward to deploying it in **puredata**'s current and new markets.”



About imajing

Imajing designs a chain of tools to survey, manage, visualize and share information for the management of transportation and infrastructure networks. It can be used in vehicles on roads, railways or inland waterways.

imajbox® is used to produce and regularly refresh network data consisting of images and accurate location data. imajnet® is used to share the information amongst many users through web services, web applications and ArcGIS plug-in.

The imajing team works in support of engineering companies, service providers, civil engineering works, local authorities and infrastructure managers,

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About puredata

puredata is an engineering network asset management service provider, based in Geelong, Victoria, Australia.

puredata has been providing network wide specialist digital image capture, asset assessment and mobile mapping surveys for Local Government bodies and State Road Authorities, Australia wide, since 2002.

puredata have extensive experience in inspection and rating of road pavement, kerb and channel and footpath assets.

puredata generates rich spatial databases of asset inventory information for our clientele, enabling very efficient asset management, maintenance and financial reporting.

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