

# Ofek MultiVision

## Interactive, multi-perspective aerial photogrammetric viewing

**Description.** Ofek MultiVision is the next generation in aerial photogrammetry. Introducing a new dimension in digital mapping applications, Ofek MultiVision integrates vertical and oblique aerial photos into a single site file, enabling viewers to rapidly navigate and zoom in and out of any location or area within the file. Accurate measurement of structures, facades, roads, parks and other elements can be made directly on the oblique aerial photo while viewed on a standard PC or laptop. Ofek MultiVision can be integrated with GPS and GIS.

Ofek MultiVision reveals building and topographic features that cannot be seen using vertical orthophotos alone, allowing decision-makers to perform the following activities:

- View site from multiple angles, directions, and distances
- Perform terrain-related measurements including air and ground distance, lines of sight, elevation, declination, and slopes
- Precisely identify and measure entrances, roofs, windows, lamp posts, fences, and other building and landscape elements
- Plan access and escape routes for emergency services
- Define lines of site for snipers, observation positions, and safe harbors

**Features and benefits.** Ofek MultiVision's unique features make the system an attractive alternative to the leading competitor and translate into valuable customer benefits:

- Data capture from any airplane using existing aerial photography cameras (digital or film)
- Fast and accurate 3D modeling
- Seamless integration with GIS
- Import/export of graphic layers and shape files
- Intuitive user interface

**Market.** In the Homeland Security market, Ofek MultiVision is an effective tool for management, control and planning of activities in anti-terror/special forces operations, military/security operations, and emergency first response from police and firefighters. In civil applications, Ofek MultiVision is a valuable aid to municipalities for tax assessment, building code violations, urban and infrastructure planning, and land registry and management.

Ofek MultiVision can be implemented at critical infrastructure sites such as airports, seaports, mass transit stations, electricity and water plants, ammunition depots, nuclear sites, prisons, and densely populated urban areas.

**Approach to Market.** Ofek International is forming strategic partnerships with leading aerial photography and mapping companies, GIS providers, security integrators, and engineering firms that sell to federal and local governments as well as to private sector entities.



**Ofek MultiVision**

### Ofek Aerial Photography International Ltd.

22 Habonim St., New Industrial Zone  
Netanya, Israel  
[www.ofek-air.com](http://www.ofek-air.com)

#### ■ KEY PERSONNEL

##### **Oded Ephrat, CEO**

Former VP business development Cubic-C Ltd.; VP Interface Group-Israel VC; manager Bonar Investments Ltd.; director Auto Depot Ltd.

##### **Yirmi Egert, Director**

Former managing director of HiTEC – Technology Entrepreneurship Center and Advanced Plating Technologies; chief economist, Clal Industries Ltd.

##### **Yoel Carasso, Chairman**

Managing director Moise Carasso & Sons, sole importers of Renault and Nissan in Israel; former board member of IDB, a leading Israeli holding company

#### ■ COMPANY STATUS

**Ownership.** Privately funded by the shareholders of Ofek Aerial Photography Ltd. and the Carasso family (leading Israeli private investor)

**Development.** Israel sales since 2002; U.S. sales projected for 2005

#### ■ INTELLECTUAL PROPERTY

MultiVision IP patent pending; worldwide rights owned by Ofek Aerial Photography International

#### ■ OFEK AERIAL PHOTOGRAPHY LTD.

- For 20 years, leader in Israel for aerial photography, satellite imaging, remote sensing and GIS
- International and local public and private sector clients, including security forces and government agencies
- Staff of over 100 highly trained engineers, air crews, surveyors, and laboratory technicians

#### ■ CONTACT

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