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For years, Hollywood lured audiences into cinemas with a simple attraction: we'll show you exciting adventures in exotic locations you could never go to but we can. The success of super spy James Bond after the Second World War was largely due to the glamour of the locations he visited in movie after movie. Who can forget the beaches of Jamaica in *Dr No* or the Pyramids of Giza in *The Spy Who Loved Me*?

To some extent, the arrival of budget airlines and the ubiquity of plane travel has meant that the audiences can largely visit those locations for themselves. But at the very least, the fun of a location shoot still remains an attraction for the stars and only super spies get to have the excitement the movies show, even if you fly with easyJet.

Now the geospatial industry is presenting a unique challenge to the location shoot, one

## THE END OF THE LOCATION SHOOT?

### THE INCREASING ACCURACY OF MAPPING AND VISUALISATION TECHNOLOGIES MEANS YOU NO LONGER NEED TO GO SOMEWHERE TO BE THERE

that is exquisitely ironic. On page 26, we look at the filming of the recent Netflix blockbuster *The Gray Man*, which took Chris Evans and Ryan Gosling to Prague for an epic tram crash. Or did it?

Mobile mapping company Mosaic team was able to use its mobile rig to scan large areas and acquire movie-worthy imagery for the film's explosive scenes. And with the power of Hollywood visual effects artists, that imagery could magically transport Evans and Gosling into the thick of the action – without them ever having to be there.

Already, the technology is being used on another movie and although expensive now, the technique is set to get cheaper as it gets used more. How long will it be before James Bond can stay in his office in London – while the mobile mapping team does all the hard work?

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## MAKING THE CASE FOR SPACE

### FINDING IT PROBLEMATIC TO FORMULATE A BUSINESS CASE FOR EARTH OBSERVATION DATA? THOSE IN THE PUBLIC SECTOR MAY SOON FIND IT EASIER, THANKS TO A NEW INITIATIVE FROM THE GEOSPATIAL COMMISSION



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News that The Geospatial Commission will initiate a commercial Earth Observation (EO) pilot to test how the UK public sector can more efficiently access and use the satellite-acquired data will be welcomed by many.<sup>1</sup> The pilot will be delivered in partnership with Airbus Defence and Space, run until the end of March 2024, and help unlock the value of EO technology in critical public services across a range of use cases, from environmental policy and local planning to emergency incident response.

The initiative follows research co-funded by the Geospatial Commission and Satellite Applications Catapult that found growing demand for EO data across 154 use cases from 125 organisations. Importantly, it also identified key barriers to the public sector's wider adoption of EO data. These include varying levels of technical understanding, the challenge of keeping pace with the offerings from a domestic EO market that contributes some

£106 billion to UK GDP,<sup>2</sup> and of establishing a robust case for investment.

Some 100 users in up to 35 public sector organisations will participate in the pilot and be able to access and test Very High Resolution (VHR) EO data via Airbus' OneAtlas platform. The data available will include mosaic coverage of the whole of the UK, with high quality pixels and extremely low cloud cover.

This latest move is in support of the government's UK Geospatial Strategy<sup>3</sup>, published in July 2020, which highlighted the significance of location data and its potential to transform the UK's economy, public services, and decision-making processes.

<sup>1</sup> <https://www.gov.uk/government/news/uk-to-pilot-use-of-innovative-EO-technology-for-public-services>

<sup>2</sup> *Size & Health of the UK Space Industry 2022*; know.space report for the UK Space Agency, March 2023

<sup>3</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/894755/Geospatial\\_Strategy.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/894755/Geospatial_Strategy.pdf)