

HiDef – Aerial Video Surveying and Image Analysis Talk

West Cumbria firm HiDef Aerial Surveying gave a presentation to IMechE West Cumbria on Tuesday 12th November. The presentation included a potted history of the business, its operations, customers and most importantly its technology.



Caroline presents Rhys with the customary 'Pit Tankie' at the end of the talk.

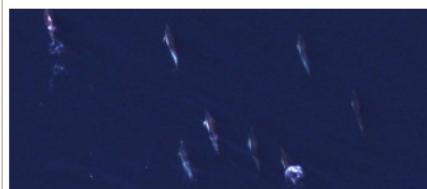
The presentation highlighted the company's unique role within the burgeoning environmental sector, and how HiDef services help to reduce costs associated with securing consent for large infrastructure projects.

Holly Niner, the company's Environmental Consenting Manager told the audience about the legislation within the UK and how it leads on to the need for aerial surveys.

Rhys Hexter, Technical Project Manager who delivered the technological element of the presentation commented "We were keen to present to IMechE, it enables us to sanity check our ideas, the questions asked from other engineers at this type of event make you question your actions and sometimes provide new ideas or better solutions to problems"

HiDef, based at Cleator Moor, is the only company in the world offering digital video aerial surveying for energy and environment purposes. The company began trading five years

ago and now has offices in Scotland and USA as well as the head office in Cumbria.



Caroline Hamilton of IMechE West Cumbria who introduced the talk said 'We wanted to demonstrate the wide range of business sectors in West Cumbria and their niche markets and clearly HiDef are a great example of a successful Cumbrian company. Their investment in research and development to make high value, innovative systems which are in demand all over the world represent the very best of British engineering.'

Caroline Hamilton, IMechE West Cumbria