

Bluesky Partners with FATMAP to Create Interactive 3D Ski Maps

Aerial mapping company Bluesky is working with FATMAP to create ultra-high resolution 3D mobile maps of the world's major ski resorts and other popular outdoor pursuit destinations. Bluesky recently completed a pilot project for FATMAP, capturing aerial photography and generating detailed height models in order to create a highly detailed 3D map of the Big Sky Ski Resort in Montana, USA. FATMAP is now planning to roll out its smart maps to all major European and American ski resorts. Working with Bluesky, FATMAP also plans to launch a new range of 'summer' products for hikers, trail runners and bikers.

"Most maps of the outdoors, especially those covering ski resorts, do not convey reality. They are too 'flat' and abstract and for many people and can be quite difficult to understand. Our goal is to provide the best outdoors maps for planning, enjoying and sharing adventures," commented Misha Gopaul, co-founder and CEO of FATMAP and member of the Team GB Ski Mountaineering. "We do this by showing people the world as it is – in real life."

FATMAP launched its first mobile 3D ski map in 2014, and has since gone on to map major resorts across Europe and North America. The mobile (m)apps, downloadable from the Apple App Store and Google Play Store, can currently be used by both piste skiers and free riders alike. By combining GPS enabled navigation with detailed 3D maps, users can locate themselves in often complex terrains, plan their day's activities, track their progress and meet with friends. 3D fly-throughs help skiers experience the slopes before heading out, and contextual data, such as weather, season and resort facilities, further enhance the user experience.

"We were introduced to Bluesky as an innovator and market leader in the aerial survey world," continued Gopaul. "We already knew that aerial photography would provide better quality imagery, as well as more accurate height data. However, the partnership with Bluesky has allowed us to benefit from these enhancements whilst also lowering our production costs. This has enabled us to scale our expansion and launch to market new products much faster than previously."

"We are delighted to be working with an exciting company like FATMAP to create market-ready consumer products," said James Eddy of Bluesky. "By bringing together cutting edge gaming technology with high end and detailed data, such as remote sensed imagery, geographic data, GPS and mobile information, in one exciting app, we can open up our mountains, enhancing the outdoors experience for skiers, hikers and bikers."

<https://www.gim-international.com/content/news/bluesky-partners-with-fatmap-to-create-interactive-3d-ski-maps>
