

Experience 3D analytics at GEOINT 2018 Symposium
Vricon and Esri bring 3D analytics to the GEOINT community

McLean, VA - 24 April 2018— Vricon, a producer of geospatial 3D solutions, and Esri, the global leader in spatial analytics, are teaming to bring the best of 3D analysis to warfighters, analysts, and users at this year's GEOINT 2018 Symposium in Tampa, Florida. Working with 3D data in ArcGIS Pro enables analysts to see the world as it really exists, explain what they're seeing more clearly, and help better convey their findings to decision makers.

“Because Vricon 3D data is now available in Esri ArcGIS Pro, analysts can use the full power of 3D at scale,” said Magnus Brege, Vricon CEO. “They’re not limited to postage stamp-sized areas, but can explore the world—The Globe in 3D—using ArcGIS Pro.”

Very recently, working with 3D data was challenging and at times, intimidating. Analysts were unfamiliar with 3D software, formats, and analytic methodologies. But now, analysts can use Esri tools—tools they know and are comfortable with—to perform their analysis in a 3D environment. Moreover, the ArcGIS Pro platform helps analysts access Vricon data with ease and begin working with the data immediately.

“We’ve helped shorten the analyst’s learning curve by providing Vricon 3D data in an analytical environment that analysts use today,” said Ben Conklin, Defense and Intelligence Industry Manager, Esri. “We’re helping analysts capture features where they are easiest to identify and enhance their analysis. It’s far more intuitive for them.”



This breakthrough in 3D analysis is made possible by the Indexed 3D Scene Layer (I3S) format, a new 3D standard for content strategy that was approved by the Open Geospatial Consortium in September 2017. 3D content is often much larger than 2D content. 3D models of buildings, for example, may be massively more complex and take up much more storage space than 2D building footprints for the same buildings. I3S is designed specifically for 3D geospatial content—to include the requisite coordinate systems and height models and multiple layer types—and supports the storage and transmission of large data sets.

Esri and Vricon invite GEOINT 2018 Symposium participants to visit their booths to view demonstrations of 3D analytics using Vricon data and Esri's ArcGIS Pro. Esri is located in booth #829, and Vricon is located in booth #847.

About Vricon

Vricon serves the global professional geospatial market with world-leading 3D geodata and 3D visualization solutions. Vricon is headquartered in McLean, Virginia. For further information, visit <http://www.vricon.com>.

Vricon Media Contact

Craig Brower
+1 (703) 283-4588
media@vricon.com

About Esri

Esri media contact