

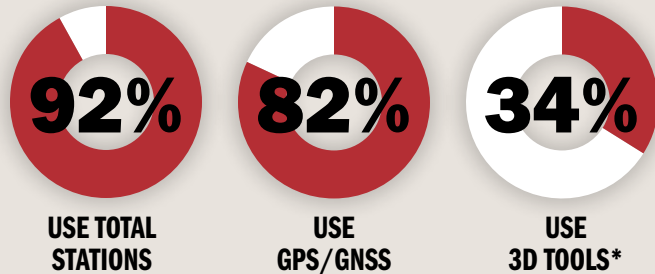
3D Surveying Trends

3D tools have opened up new opportunities, and *POB* would like to know how and to what extent surveyors are embracing the new technology. Thus, for the second year, BNP Media's market research division has worked with *POB* to conduct a study on trends in 3D surveying.

The study looked at how surveyors use 3D tools in their workflow, training in 3D tools and opinions on how the new technology is influencing the profession. As it did last year, the study showed that surveyors still prefer traditional tools though demand continues to grow. There are some differences, though: New technology with improved capabilities is seen as the biggest driver of demand, and more surveyors are seeing a demand for environmental applications of 3D tools.



Surveyors Still Prefer Traditional Tools

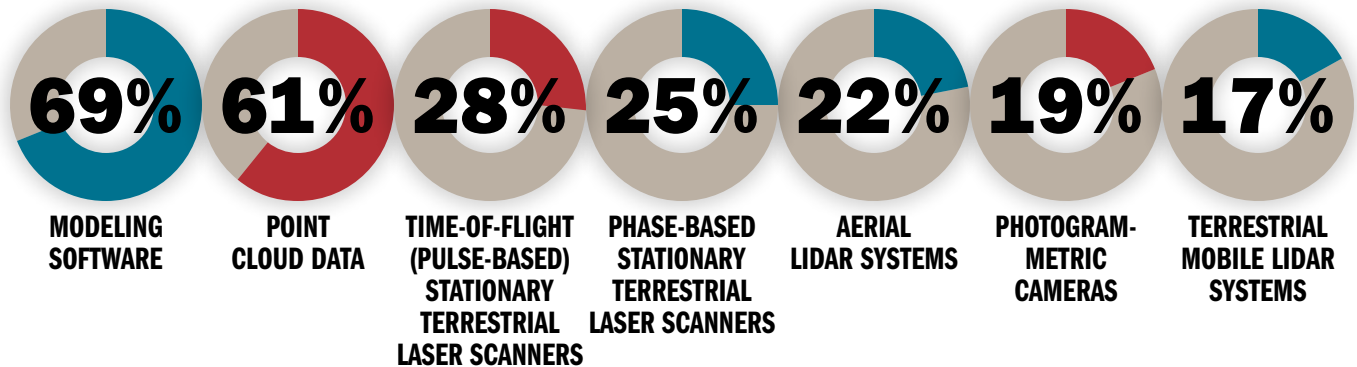


30%

OF THOSE NOT CURRENTLY USING, 30% HAVE PARTNERED WITH ANOTHER FIRM TO SHARE 3D TOOLS

*i.e. LiDAR, photogrammetric, etc

3D Tools Used By Surveyors



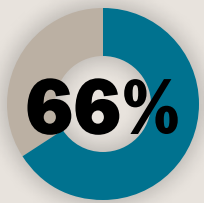
Demand is Growing

61% →

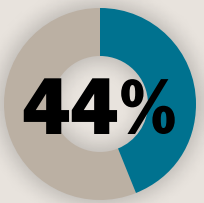
SAY DEMAND FOR 3D SERVICES HAS INCREASED IN THE PAST 12 MONTHS



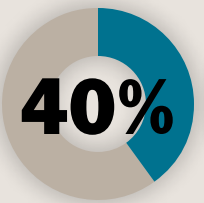
Top 5 Application for 3D Services



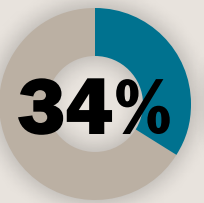
TOPOGRAPHIC
MAPPING



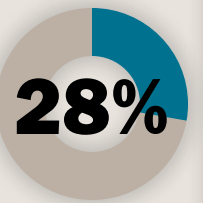
ARCHITECTURAL/
BIM



CONSTRUCTION



ENERGY/
UTILITIES



INDUSTRIAL

Compared to last year, respondents say there is an increase in demand for environmental applications, from

13% IN 2012
to
26% IN 2013.

Technology Still Drives Demand

51% OF 3D TOOL USERS SAY NEW TECHNOLOGY WITH IMPROVED CAPABILITIES IS THE BIGGEST DRIVER IN THE DEMAND FOR 3D SERVICES

30% OF 3D TOOL USERS SAY THE DEMOCRATIZATION OF 3D TECHNOLOGY IS THE BIGGEST DRIVER IN THE DEMAND FOR 3D SERVICES



Seize the Day

49% OF SURVEYORS WHO CURRENTLY USE OR HAVE ACCESSED 3D TOOLS AND

35% OF SURVEYORS WHO HAVE NOT USED OR HAD ACCESS TO 3D TOOLS BELIEVE THE SURVEYING PROFESSION HAS THE OPPORTUNITY TO LEAD IN 3D BUT ISN'T MOVING QUICKLY ENOUGH

11% OF SURVEYORS WHO CURRENTLY USE OR HAVE ACCESSED 3D TOOLS AND

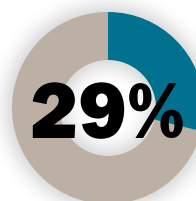
15% OF SURVEYORS WHO HAVE NOT USED OR HAD ACCESS TO 3D TOOLS BELIEVE THE PROFESSION WILL INEVITABLY GET LEFT BEHIND IN THE APPLICATION OF 3D TECHNOLOGY

19% OF SURVEYORS WHO CURRENTLY USE OR HAVE ACCESSED 3D TOOLS AND

27% OF SURVEYORS WHO HAVE NOT USED OR HAD ACCESS TO 3D TOOLS BELIEVE THE PROFESSION IS LEADING THE WAY IN THE APPLICATION OF 3D TECHNOLOGY

23% OF SURVEYORS WHO HAVE NOT USED OR HAD ACCESS TO 3D TOOLS BELIEVE 3D TECHNOLOGY ISN'T NECESSARY FOR MOST SURVEYING TASKS

Buying Power



29% OF ALL RESPONDENTS SAY THEY PLAN ON BUYING 3D TOOLS IN THE NEXT 12 MONTHS. OF THAT TOTAL...

80% PLAN TO BUY MODELING SOFTWARE IN THE NEXT 12 MONTHS

50% PLAN TO BUY POINT CLOUD DATA IN THE NEXT 12 MONTHS

37% PLAN TO BUY TERRESTRIAL MOBILE LIDAR SYSTEMS

37% PLAN TO BUY TIME-OF-FLIGHT (PULSE-BASED) STATIONARY TERRESTRIAL LASER SCANNERS

33% PLAN TO BUY PHASE-BASED TERRESTRIAL LASER SCANNERS IN THE NEXT 12 MONTHS

23% PLAN TO BUY PHOTOGRAMMETRIC CAMERAS