

## **Phase One Industrial Redefines Large Format Aerial Imaging -- Launches 280MP Aerial Solution**

*Challenges Status Quo with Imaging Precision, Flexibility and Affordability*

**COPENHAGEN**, March 23, 2020 – Phase One Industrial, a pioneer in digital imaging excellence, today launched the 280MP Aerial Solution -- a large format aerial photogrammetric system, with an image coverage width of more than 20,000 pixels – enabling unprecedented high quality aerial survey productivity. Compact and lightweight, this new aerial mapping solution can reduce operating costs and produce better returns on investment than today’s traditional large format systems.

The Phase One Industrial 280MP Aerial Solution is a large format camera system that easily integrates with DSM400 gyro-stabilized mount creating a compact and lightweight system for use in a wide range of aircraft. At its heart, the iXM-RS 280F is a dual lens metric camera, with 90mm lenses for capturing RGB information, providing precision imaging. Adding a near infrared (NIR) camera generates a 4-band configuration, most useful in agriculture & forestry and pipeline monitoring missions.

The iXM-RS280F camera generates a central projection image from two 150MP nadir images with equal ground resolution. The cameras’ backside illuminated (BSI) CMOS sensor supports very high dynamic range at 83dB. Its high light sensitivity provides superb image quality in challenging low light conditions, enabling operators to take advantage of more flight hours per day and more flight days per year.

Dov Kalinski, General Manager of Phase One Industrial said, “Our 280MP Aerial Solution is a bold and innovative approach to solving customers’ demands for affordable and reliable aerial mapping performance. Previously, opportunities in the aerial mapping business were restricted due to high cost of equipment and limited aircraft options. While pioneering superior image quality, Phase One Industrial is creating more profitable possibilities in this exciting and important market.”

### **The Phase One Industrial 280MP Aerial Solution**

The Phase One Industrial 280MP Aerial Solution consists of an iXM-RS 280F large format camera, Applanix GNSS/IMU receiver (POS AV series), Somag gyro-stabilized mount (DSM 400), Phase One iX Controller and iX Flight Management software. It is unprecedented in its image quality, operational flexibility, reliability and affordability.

## Availability and Pricing

The iXM-RS 280F camera and 280MP Aerial Solution may be ordered from Phase One Industrial partners worldwide starting now.

Full Solution pricing (with Applanix POS AV 310 and Somag DSM 400) starts at USD 455,000.

For more information, please visit:

[https://industrial.phaseone.com/Aerial\\_System\\_280MP\\_System.aspx](https://industrial.phaseone.com/Aerial_System_280MP_System.aspx)

**Commented [km1]:** (Please hyperlink to:  
[https://industrial.phaseone.com/Aerial\\_System\\_280MP\\_System.aspx?utm\\_source=Press-Release?utm\\_source=Press-Release&utm\\_campaign=INDU-2020-03-25-iXM-RS280&utm\\_content=press-release](https://industrial.phaseone.com/Aerial_System_280MP_System.aspx?utm_source=Press-Release?utm_source=Press-Release&utm_campaign=INDU-2020-03-25-iXM-RS280&utm_content=press-release))

## About Phase One Industrial

Phase One Industrial, a division of Phase One A/S, researches, develops and manufactures medium and large format digital photography systems, software and imaging solutions for industrial markets. Solutions range from aerial to machine vision applications and cultural heritage preservation. Whether mapping the globe, executing industrial inspections or preserving priceless works of art and documents, the focus is on imaging accuracy.

Headquartered in Copenhagen, Phase One Industrial is dedicated to delivering exceptional image quality, productivity and user experience. With offices in Colorado, Cologne, Tel Aviv, Beijing and Tokyo and with its expert teams of global partners, Phase One Industrial serves and supports its customers worldwide.

###

Note to editors: For a selection of product images, please go to:

<https://industrial.phaseone.com/downloads-Press-Media-Packs.aspx>

**Commented [km2]:** (Please hyperlink to:  
[https://industrial.phaseone.com/downloads-Press-Media-Packs.aspx?utm\\_source=Press-Release?utm\\_source=Press-Release&utm\\_campaign=INDU-2020-03-25-iXM-RS280&utm\\_content=press-release](https://industrial.phaseone.com/downloads-Press-Media-Packs.aspx?utm_source=Press-Release?utm_source=Press-Release&utm_campaign=INDU-2020-03-25-iXM-RS280&utm_content=press-release))

Editorial contact:

Kathy Madison

MADISON Group PR

kathy(at)madisonpr.com

Phase One Industrial

Company Contact:

Ziva Razon, VP of Marketing

Zra(at)phaseone.com