

Phase One expands distributor reach with Measur for strong UAV inspection growth in the Canadian market

Copenhagen, Denmark, May 22nd, 2024– Phase One, a global leader of digital imaging solutions, announces their new official partnership with Measur, a leading Canadian unmanned technology provider. As Phase One's Canadian distributor, Measur boosts Phase One P3 payload featuring DJI M300/M350 reach in the Canadian UAV inspection market empowering customers to scale up their missions with unrivaled image quality captured from the safest distance to meet impressive level of inspection productivity.

"We are proud to welcome Measur as part of our distribution channel", said Wolfgang Richter, Chief Commercial Officer at Phase One, "This strategic partnership not only strengthens our presence in the Canadian market but also reinforces our commitment to delivering unparalleled innovation and quality. With Measur as our trusted partner, we are confident that our P3 payload will revolutionize the UAV inspection landscape, empowering customers to achieve new levels of efficiency and precision in their missions".

"We are excited to join forces with Phase One to bring the P3 UAV Payload to our customers across Canada," said Lukas Wilgosh, Vice President - Unmanned & Geospatial Technologies at Measur. "This partnership underscores our commitment to providing cutting-edge solutions that optimize inspection workflows and deliver superior results."

Phase One P3 Payload for unmatched productivity

Phase One P3 is designed to maximize the productivity of the most demanding inspection projects where time, safety, and image details are paramount for success. Ready-for-flight with DJI M300/M350 and ready-for-integration with MAVLink drones, the P3 boosts your inspection productivity through its ease of installation, superior data output, and uncompromised image details. Featuring a medium-format Phase One iXM camera with a sensor 1.7 times larger than other cameras, the P3 excels at capturing more details in each frame also under challenging lighting conditions.

Phase One P3 ensures:

- Superior **image quality** capturing sharp detailed images in any environments including challenging and high contrast environments, enhancing the value of collected data and minimizing the risk of re-flights.
- Superior **efficiency** by registering entire assets with a minimum of images taken, data processing is faster empowering customers to take informed decisions quicker.

- Superior **safety** enabling to capture sub-mm-details of complex structures from a safe distance.

For any further information on Phase One P3 bundle with DJI M300/M350 via Measur distributor, please visit Measur's website [Enhance Aerial Inspections with Phase One P3 UAV Payload – Measur Drones](#)

About Phase One

Phase One is a global leader in digital imaging technology. The company provides unrivaled imaging quality for a wide range of applications, from professional photography to heritage digitization, industrial inspections, aerial mapping, security and space.

For more than three decades, Phase One has developed core imaging technologies and a range of digital cameras and imaging modules, setting new standards for image quality in terms of resolution, dynamic range, color fidelity and geometric accuracy.

Based in Copenhagen, Denmark, and with regional offices strategically located in Denver, Cologne, Tel Aviv, Saku, Tokyo, Beijing, Shanghai, and Hong Kong, Phase One nurtures long-term relationships with customers, technology partners and its global network of distributors, often playing the role of digital imaging partner to customers with unique requirements. It is with this passion for service that Phase One continually exceeds expectations and drives the imaging industry forward.

We deliver Imaging Beyond Imagination.

www.phaseone.com

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About Measur

Measur is a leading distributor of Unmanned Aerial Vehicles (UAVs) in Canada and the United States. With a strong commitment to quality, innovation, and customer satisfaction, Measur offers a comprehensive range of drones, payloads and other unmanned solutions to meet the diverse needs of its clientele. Founded in 2001, Measur has become the most trusted source for aerial solutions in mining & aggregates, agriculture & forestry, infrastructure & utilities, construction, surveying & mapping, and oil & gas.

For more information, please visit: measur.ca