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MEDIA ALERT

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### **AGUA CALIENTE TRIBE TO OFFER PICTOMETRY**

Cities send trainees to learn about Tribe's new dimensional imagery software

PALM SPRINGS, Calif. — The next generation of software for aerial views and comprehensive measurement of buildings and land features is being put to work by the Agua Caliente Band of Cahuilla Indians in managing the Tribe's 32,000 acres.

The program, which the Tribe is making available to the cities of Palm Springs, Cathedral City and Rancho Mirage, also gives governments the ability to receive aerial imagery for public safety and code enforcement needs. "This summer, we started using this amazing technology for our planning and development staff," said Tribal Chairman Richard M. Milanovich. "By sharing it with local cities, our valley's fire and police departments can be better prepared in reacting to emergencies."

The technology, from Pictometry International Corp. ([www.pictometry.com](http://www.pictometry.com)), mixes aerial photography with proprietary programming that measures angles in a birds-eye view. The Pictometry software allows the user to not only view the imagery, but also to measure distances, building heights, and conduct address searches.

The effort to acquire the imagery was a valley-wide collaboration. As an added bonus, the imagery is designed for integration with the 911 emergency call system, and can be used directly in emergency response vehicles.

As part of the Tribe's contract with Pictometry, Agua Caliente Planning and Development Department officials will be hosting a free four-day Pictometry training at the Spa Hotel Sept. 15-18 for city representatives from Palm Springs, Rancho Mirage, Cathedral City, Palm Desert, Indio and Eastern Municipal Water District.

A Pictometry representative will be onsite conducting courses in beginner and advanced levels, with an estimated attendance of more than 100 attendees.

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### **About the Agua Caliente Band of Cahuilla Indians**

*The Agua Caliente Band of Cahuilla Indians is a federally-recognized Indian Tribe located in Palm Springs, Calif., with 32,000 acres of reservation lands that spread across Palm Springs, Cathedral City, Rancho Mirage, and into the Santa Rosa and San Jacinto mountains. The Tribe's developments include two Palm Springs golf courses, the Spa Resort Casino and Hotel in downtown Palm Springs, and the Agua Caliente Casino Resort Spa in Rancho Mirage, which includes the 2,000 seat concert venue, The Show. It also operates the Indian Canyons preserve, an environmental paradise open to the public.*

### **About Pictometry**

*Pictometry International Corp. is a leading provider of geo-referenced, aerial image libraries and related software. Pictometry has captured over 50 million digital aerial images in over 600 counties in the United States covering over 70 percent of the United States population. Using its proprietary imaging process, Pictometry® captures geo-referenced, high-resolution oblique (at an angle, producing a 3-D like view) and orthogonal (straight down) Intelligent Images®, within which structures and land features can be measured. Pictometry customizes and markets these technologies for government and commercial applications, offering non-traditional software solutions to aerial imaging needs. Pictometry's imagery and software enables users to "See Everywhere, Measure Anything, Plan Everything"® using a patented digital information system. Pictometry has its headquarters in Rochester, NY and an office in Europe. Pictometry is a second order visualization tool that does not produce authoritative or definitive information (surveying) from its digital, aerial images. For more information on Pictometry, visit [www.pictometry.com](http://www.pictometry.com).*