



*News From*

# **Maggie Brooks**

## *Monroe County Executive*

**For Immediate Release**

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### **BROOKS ANNOUNCES PICTOMETRY EXPANSION TO CREATE 20 NEW JOBS IN MONROE COUNTY**

Monroe County Executive Maggie Brooks today joined Richard A. Kaplan, President and CEO of Pictometry International to announce that the company will create 20 new jobs in Monroe County. The County will increase Pictometry's acreage in a Monroe County Empire Zone, enabling the company to undergo a \$10 million investment in imaging production and operations infrastructure of its facilities in Henrietta.

*"When we talk about companies that put our community on the map, Pictometry is quite literally THE company that puts us on the map," said **Brooks**.*

*"Pictometry represents the kind of entrepreneurial success story we need to duplicate in order to compete in today's global economy. We must focus our resources on nurturing innovation and helping idea-generating companies market their technology and take their business to the next level."*

*"Monroe County is proud to be a partner in helping Pictometry create new jobs and expand their operations locally," added **Brooks**.*

Pictometry International, a rapidly growing visual information systems company, is the world leader in digital, oblique aerial imaging and measuring software. Pictometry's patented imaging process captures digital images that combined with the company's interactive software solution, enables users to see everywhere, measure anything, and plan everything. The company has a growing customer base that includes more than 200 counties, state and federal government organizations, as well as private businesses. Applications include 9-1-1, GIS, homeland security, law enforcement, emergency management, fire departments, engineering, planning, transportation, utilities, and real estate.

*"Pictometry is very fortunate to be located in Monroe County," said **Richard A. Kaplan**, President and CEO of Pictometry. "Any company, whether in software development, imaging, telecommunications, optics, or any field, would be well advised to investigate the incredible talent in our community. Because of the progressive efforts and leadership of Maggie Brooks and others in our local government, plus our extraordinary local college and university system, Monroe County makes an ideal location for any company to successfully grow its business. On behalf of the executive management of Pictometry and our staff, we are very pleased to announce the expansion of our company's facilities. We look forward to many more years of growth, which is good not only for Pictometry, but also for Monroe County."*

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## **Pictometry**

Page 2

Pictometry currently employs 90 people in Rochester and over 120 nationwide.

The company qualifies as a “Regionally Significant Project” under the Empire Zone program because of a commitment of 20 new jobs and a \$10 million investment over five years. In addition to Empire Zone benefits, the company may also seek additional benefits through COMIDA. All incentives are subject to the approval of the appropriate agency.

Brooks noted that Pictometry’s technology is used by County government in several areas including Public Safety, Planning and Development, Real Property, Environmental Services, and Transportation. Examples include:

- The 9-1-1 Center uses Pictometry technology each time a 9-1-1 call is answered, linking county map data at the 9-1-1 Center with multiple, high-resolution aerial photos of caller locations.
- The Office of Emergency Preparedness uses Pictometry to plan for and respond to disasters and incidents like power failures and floods.
- The Engineering Division uses Pictometry as a planning and design tool for capital projects.
- The Regional Traffic Operations Center (RTOC) uses Pictometry to monitor traffic density.
- The Monroe County Sheriff’s Office uses Pictometry’s touch screen imaging software for the laptop PCs in its entire fleet of patrol vehicles.

*“Monroe County is not only proud to be a partner in this job creation project, but also proud to be a user of Pictometry’s images and software. Pictometry’s technology has helped County government improve operational efficiencies, reduce expenses, and enhance intermunicipal cooperation, which is positive news for taxpayers,”* **Brooks** concluded.

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