

# ON THE RADAR

News for Southern Mapping Company clients

SOUTHERN MAPPING  
COMPANY  
360° all the time

## 2010: It's business as usual. And more.

**Welcome to 2010 and I hope that everyone had a fun-filled break over the festive season. As we are in the business of 24/7, which is dictated by cloud cover, we kept our wings in the air and those of us who had our feet on the ground strategised on how we can further improve on our offering to our valued clients.**

Due to our visions of expansion we have made good progress to turn the first sod for the construction of our new building in Fourways, Johannesburg. Our traditional business of aerial surveys utilising Lidar technology still forms the backbone to most of our assignments. However, early indications confirm that the use of Hyperspectral will increase at a very fast pace and we have appointed the best science talent available to manage this business. We are acquiring agencies for satellite

imaging and will log on to a host of these man-made machines from which we will draw solutions in addition to our current offering. The application of Hyperspectral combined with satellite imaging will allow for finite commodity driven mapping solutions such as in agriculture and mining.

Our unit for Geographical Information Systems boasts several degreed colleagues and underscores our purpose of delivering professional solutions by people who are considered "best practice" in the industry. All communities experience disasters in one form or another. That may be as a consequence of the weather or human factors. Through our new "quick mapping" disaster centre management programme we can be airborne in a jiffy and deliver survey reports that would allow any authority to expedite corrective measures. This unit is also

well equipped to deliver reports for census statistics.

Following the signing of an MOA with the Russian Transmission and Distribution company, Opten, our international surveying business, supported by our exclusive rights for Africa, will continue to find application in the electrical sector. This will include power line studies as well as Ampacity (heat measurement) and vegetation/flora and ground clearance for existing infrastructure. Our programme of diversification will continue beyond that of basic market demand including the delivery of professional models of all relevant airborne survey assignments. However, we will always remember that the application of the latest technologies, combined with people skills, know-how and service excellence will continue to earn us a position of leadership in this exciting industry.

## Star of SMC

**Due to the global downturn in the economy, 2009 was a tough year for most companies. A company is only as good as its employees. Employees should be recognised for their valuable inputs, and even more so during hard times.**

Carlos Clara, Financial Manager for SMC was presented with the 'Star of SMC' award at our annual employee get-together which was held in December. Peter Moir explained why he identified Carlos

as a star performer. "This award is not presented on a regular basis, but rather on merit. As with most other companies, we also had to tread carefully and count the Rands and cents. Carlos balanced our financial destiny so much so that we could continue with investments in technology and appointment of strategic staff to expand on our offering."

According to Peter, Carlos was often seen working late and coming in early. He even worked over weekends to ensure that SMC stayed on top of its game. This dedication deserves applause.



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