

Pictometry Demonstrates Aerial Imagery Solutions at International Roofing Expo

Roofing contractors get a crash course in measuring structures and calculating estimates from 2,000 feet

Booth #350
International Roofing Expo

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LAS VEGAS--(BUSINESS WIRE)--**Pictometry Online™**, an easy-to-use web-based technology that enables roofing contractors to view a vast library of 3-D-like, high resolution aerial images to accurately obtain roof measurements, is showcasing its technology at the International Roofing Expo starting today through February 18. The company will be performing live demonstrations and offering everyday roofers tips on how to enhance their business practices using the latest technologies that are shaping the future of the industry.

Providing oblique angle images of properties throughout the U.S., Pictometry Online offers the most advanced set of technologies that allow roofing contractors to view, measure, plan, estimate, and even bid for a job right from the comfort of their computer.

"Technology is fundamentally changing the way roofing contractors perform their jobs," said Kevin Reilley, President Pictometry Business Solutions. "Tape measures are no longer the only tool in a roofing contractor's tool belt and the International Roofing Expo is a great place to show how Pictometry can help them find more jobs, win more bids and save time and money doing it."

"Instant roof measurements eliminate a lot of headaches for roofing contractors," said Reilley. "But, the real advantage of using Pictometry is being able to spend more time earning new business and less time going back and forth from the site."

Pictometry will be providing demonstrations and information at booth #350. Additional information is available online at www.pictoroofing.com.

About Pictometry Online™

Headquartered in Rochester, N.Y., Pictometry is a leading provider of geo-referenced aerial, oblique image libraries and related software. With customers throughout the U.S. and licensing partners around the globe, Pictometry uses a proprietary image capture process to produce Pictometry Intelligent Images®, so you can *See Everywhere, Measure*

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