



I Can See The World



The UK's Leading High Level
Photographic Service Provider

Hello.

I Can See The World offer creative solutions via high level photographic services, including photography, surveys, line of sight evaluations, high level video and specialist photographic lighting.

I Can See The World's mast photography is taken between the heights of 7ft-100ft in the air from ground based portable masts. The idea of mast photography is relatively simple, however the results are very effective, the high level angle provides an increased 3D view or birds eye view.

I Can See The World and it's masts have been everywhere from remote areas of the Snowdon National Park to the centre of London, from Cornish coasts to Scottish highlands, we have even been in the 20,000lbs thrust wake of a Eurofighter Typhoon fighter jet. Our systems are high performance and highly versatile. We are pioneers in image quality, we were the first high level company to offer image enhancement as standard and are still one of the only companies to shoot in RAW format.

This brochure contains a small selection of our images and just touches on the applications for our services. If you would like to discuss any aspect of photography with us please feel free to call on 01425 485412.







Residential Property

One of the most commonly known applications of mast photography is as an aid to selling residential property. There are a number of companies that offer mast photography of property and there is no doubt that nearly every property can benefit from some from this type of photography.

You would expect us to show you all the £million+ homes that we have photographed, and believe us, there have been many; we are getting a little jealous! We want to show you that mast photography is not just for super large, super flash houses. We would like to show you a case study of one of our recent commission. We think this is a good representation of what we offer, how our images stand out and why we have earned our reputation as the UK's leading high level photographic service provider.



Case Study: Old Park.

Old Park is a property that was being well marketed however was receiving very little interest. Despite the property being well maintained and attractive, external factors such as the economic climate and the collapse of the housing market particularly at the high end meant that Old Park was making little progress.

It was decided that a re-launch of the property with a new agent and fresh marketing was the correct course of action to generate interest. We were asked by the agent to liaise with the client and to come up with a striking image for the property details and window display. To provide maximum impact we created a mixture of artistic and conventional images that show the property at its finest and draw potential purchasers interest.

The picture to the left was created for the window display, taken with long shadows to give a rustic, woodland feel. The image has been extensively edited to improve colour and reduce the impact of the shadows in strategic areas of the photograph.



Above: Agents photograph.

Creative lighting solutions applied....

Photography is a communication of light, therefore understanding light, the ways to emit and manipulate it, are key to creating good photographs. On the ICSTW team we have award winning photographers and lighting experts who can apply the skills they have acquired through years of experience and apply it to most photography, creating images such as the one produced for the sales details of Old Park (Right). We used 4 small strobes, with various corrective gels, triggered by Pocket Wizard radio triggers from the hotshoe of the camera at around 60ft.

For more examples of our residential work please feel free to visit our website at: www.icanseetheworld.co.uk



Above: Lighting Diagram for the Brochure Photograph



Events

Our high level position allows us to accurately capture far more action than any other traditional methods. We use portable masts that can be deployed in minutes at various locations during the day, meaning that we capture all the action from every angle.

We have onsite printing capabilities and a digital dark-room to process, tweak and print photographs quickly and efficiently. We also upload the images to our website, so these can be viewed at leisure. If required these pages can be protected, so only password holders have access to them. Prints can also be ordered from us, in most cases up to 6 months after the event.

EVENT MARKETING.

High level photography is the perfect tool for event marketing as it is possible to show a whole event in one photograph. It has been proven to be an effective form of photography that is not just aesthetically pleasing but also eye catching. We provide our images optimised for website viewing and also for print media, so you can easily add them to existing marketing material and websites.





Roofing and Installations





Sustainable buildings and regeneration

Time lapse photography of building projects.



Completion photography

Photography of completed projects for marketing and advertising.



Flat roofing and waterproofing

Complete photography of flat roofing and waterproofing systems.



Renewable Installations

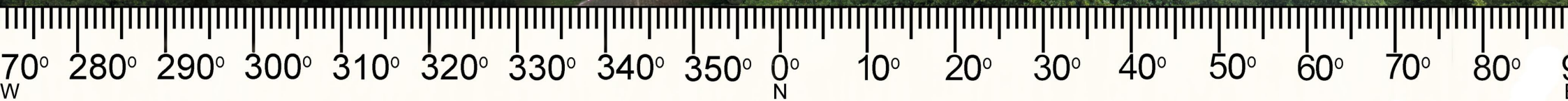
Photography of complete installations.

Planning, Land and Legal:

Land Plotting

Land Plotting and land mapping services are used to aid planning applications, visually represent land plots for sale or to settle boundary disputes.

Our birds eye view gives a far better representation of an area of land than traditional aerial methods, we can complete jobs often faster, without the restrictions that come with flight and at a far cheaper price.



Line of Sight Survey (LOSS)

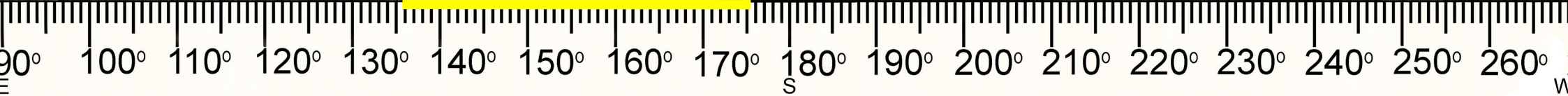
When applying for planning permission for multistory developments, it is important to give planning assessors a clear idea of the impact that the building will have on the surrounding area. Our line of sight surveys provide a view from each floor of the proposed building. This line of sight form of photographic survey has proved very successful in aiding successful planning applications in greenbelt, protected and urban areas. We offer different levels of Panoramic Photography, from 60 degree panoramic to full real scale 360 degree panoramic. We also provide Landscape Impact surveys where we take a look at the visual impact of the proposed building from surrounding areas.

Our LOSS surveys are also used by telecommunication and multi-media companies to assess the efficiency of new and existing telecommunications masts. Our LOSS Surveys provide additional photographic data to be added to GIS data to confirm theoretical design parameters. Our reports also contain other information such as site details, mast overview and access.

Landscape Impact Evaluations (LIE)

To assess the impact of new builds on the surrounding environment we can erect masts to the apex roof height of the proposed structure. We can then go to various locations within the area, including local buildings that may be in the line of sight of the structure. These photographs can be used in the planning application to visually show the impact on the area, its skyline and local buildings. Images can be taken and outsourced to a specialist 3D company who can render in a copy of the building for an even more comprehensive evaluation.

2 Properties in direct line of sight of proposal. 140(degrees) from north and again at 160(degrees) from north.





HELLO

Applications

The applications for mast photography are literally endless. We think of new ideas ever day.

Here is a short list of applications that we have experinced, there are many, many more. If you feel you have an idea but not sure if we would be able to undertake it, please give us a call on 01425 485412. We are always willing to discuss new applications for our services.

Guide To Mast Photography

The 'Guide To Mast Photography' is a free to download document that helps consumers to decide what form of mast photography is best for them, what to look for in a mast photography company and useful information on how to assess a portfolio.

Many companies within the industry use "Stock images" in their marketing, which we don't think is fair to you, as what your buying may not be what your getting. This document will give you some technical tips and hints on how to look at a portfolio. It outlines the key questions you should ask providers to ensure you get exactly what you want as well as other hints and tips on the industry.

It was compiled completely impartially in conjunction with customers and is available from our the homepage of our website www.icanseetheworld.co.uk



- * Schools & Colleges
- * Social Events & Concerts
- * Festivals
- * Weddings
- * Marinas
- * Railways
- * Caravan Parks
- * Local Authorities
- * Traffic & Road Surveys
- * Conservation
- * Agriculture
- * Auctioneers & Valuers
- * Structural Engineers
- * Corporate Events
- * New Construction
- * Time lapse
- * Field Study
- * Geology
- * Television Shows
- * Production Companies
- * Marketing Companies
- * Map Makers
- * Roofing Companies
- * Hotel Chains
- * Nature & Wildlife
- * Water Authorities
- * Crowd Control
- * Sports Grounds & Stadiums
- * Planning Departments
- * Surveillance
- * Tourist Attractions
- * Air Quality Management
- * Radio Communication
- * Meteorology
- * Parks and Recreational
- * Grounds
- * Telecoms
- * Golf
- * Extreme Sports
- * Sailing
- * Climbing
- * Motor Racing
- * Football
- * Rugby
- * Cricket
- * Rowing
- * Racing
- * Tennis.
- * Residential & Commercial Estate Agents
- * Private Commissions
- * Surveys
- * Land Developers
- * Construction Companies
- * Insurance Companies
- * Architects
- * Advertising Agencies
- * Media Companies
- * News Agencies
- * Archaeological Site Surveys
- * Boundary Disputes
- * Roof-building Surveys
- * Corporate Gift
- * Calendars
- * Promotion
- * Brochures
- * Theme Parks
- * Indoor & Outdoor Events
- * Historic Buildings
- * Stately Homes
- * Builders
- * Development Companies
- * Landscape Designers
- * Airports
- * Flyers, Postcards, other marcomms.

Get in Touch.

I Can See The World has an experienced, knowledgeable and award winning team with a varied range of expertise in many different areas of imagery, these including portrait photography, design, advertising, property photography, marketing and marcomms, image editing, web design, strobist lighting techniques, new media imagery, commercial photography and basket weaving. By the way, one of these isn't true!

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