



FOR IMMEDIATE RELEASE

Mapping Twinkies

El Segundo, CA – November 13, 2007 - During the last Miss Teen USA pageant, an audience member asked Miss South Carolina, “Why can’t so many Americans identify the United States on a map?” Although her garbled, confusing response drew a storm of negative criticism, one positive result of the incident was the attention it drew to the alarming lack of geography knowledge among our nation’s schoolchildren.

On November 7, 2007, the staff of Airborne 1, the premier laser mapping service provider, did their part to combat this problem by hosting a group of fourth graders from Westland School in Los Angeles, CA to teach them a thing or two about maps and have some fun in the process.

“With technologies like Google Earth and the growth of Internet-based mapping services, geography will play a big part in these kids’ lives,” said Jeff Wilson, a Westland School parent and board member of Airborne 1.

The students moved between three stations learning basic mapping concepts. For the third year in a row, Airborne 1 staff used innovative, entertaining techniques to teach their young guests about coordinate systems and projections, and distance and scale. For example, the lesson that stole the show used Twinkies to demonstrate how cartographers show topography when creating maps. As one boy put it, “You guys made maps fun. And I got to eat the Twinkie!” The day closed with a treasure hunt that required the students to use a map and apply the skills they had learned.

“Maps have become an integral part of modern life. If these kids aren’t making the maps of the future, they will certainly be using them,” said Airborne 1 CEO Todd Stennett. “We are pleased to see geography maintain itself as a required part of school curriculums; that we get to give back to the community and be part of the learning process is just a bonus.”

About Airborne 1 Corporation

Airborne 1 Corporation (www.airborne1.com) provides advanced LiDAR technology and asset management for partners in the photogrammetry, surveying and mapping fields. From Turnkey Services, to Software/Training, Rentals, Fractional Ownership Plans, and Franchising Opportunities, Airborne 1 enables professionals worldwide to effectively enter the LiDAR market without having to incur the high costs of owning a sensor. Airborne 1’s digital mapping services and solutions include a dedicated team of LiDAR surveying experts, state-of-the-art Optech ALTM sensors, LiDAR data processing analysis and application development, as well as LiDAR field survey coordination and project management.

Press Information:

Sandra Wade-Grusky, Airborne 1 Corporation

Phone: (310) 414-7400

E-mail: wadegrusky@airborne1.com

URL: www.airborne1.com
