



Pointtools Ltd. Licenses Point Cloud Software Platform to Safe Software Inc.

10th January 2011



Pointtools Ltd. has licensed Pointtools Vortex™ – its market-leading point cloud software platform – to Safe Software Inc. – the maker of FME® and the global leader in spatial data transformation technology – to help GIS professionals and organizations streamline point cloud data transformation and delivery, and overcome point cloud interoperability challenges.

“This partnership with Safe Software is a natural fit for us both,” said Joe Croser, VP of Products at Pointtools. “With its FME products – that work with almost every leading application from Autodesk, Bentley, ESRI, Google, Intergraph, MapInfo, Microsoft, Oracle, and Smallworld – Safe Software is the global leader in spatial data transformation. By licensing Pointtools Vortex, Safe Software will take full advantage of the Pointtools POD model file format and empower its users to transform the largest point cloud models for use inside the broadest range of applications.”

The Pointtools Vortex platform is widely recognised as the fastest solution for point cloud import, processing, and display. Feature rich with powerful tools for shading, editing, and customisation, Pointtools is now integrated into more application platforms than any other point cloud software.

“At Safe Software, we are committed to helping organizations more easily transform their spatial data assets to use and share.” commented Dale Lutz, VP of Product Development at Safe Software. “Today more than ever, organizations are looking for an efficient way to harness the power and potential of massive point cloud datasets. By integrating Pointtools' Vortex platform, our customers will be able to more easily convert their spatial data assets into the Pointtools POD model file format so they can leverage the associated benefits that this format brings to the market.”

- end -

For further editorial information and photos, call Faith Clark on +44 (0)1603 211691

Please fax colour separation requests to fax +44 (0)1666 824668

info@pointtools.com | www.pointtools.com | www.twitter.com/pointtools

**About Pointools Limited:**

The **Pointools** suite of software leverages the high-performance Pointools POD model file format for working with the largest point cloud models inside the broadest range of applications. Used by architects, engineers, contractors and surveyors to work with 3D laser scan data, Pointools software supports multiple workflows including Art & Entertainment, Forensics, GIS & Mapping, Heritage, Infrastructure, Manufacturing, and Security & Defence.

Pointools offerings include stand-alone applications, CAD software plug-ins, and a third-party development platform for point cloud processing and visualisation; uniquely enabling point cloud model reuse across Bentley, Autodesk, Rhino, and SketchUp applications without time-consuming translation.

About Safe Software Inc.

Safe Software Inc. is the maker of FME[®] and the global leader in spatial data transformation technology that helps GIS professionals and organizations master their data interoperability challenges.

FME is used by thousands of customers in more than 116 countries in a variety of industries. Ranging from small businesses to top international organizations, our customers use FME to unleash the power of their spatial data so people can use it where, when, and how they want to.