

Senatsverwaltung für Wirtschaft, Technologie und Frauen
(Senate Administration for the Economy, Technology,
and Women)

Martin-Luther-Strasse 105
10825 Berlin
www.berlin.de/wirtschaftssenat

Contact	Petra Schwarz
Telephone	+ 49 (0) 30 9013-7418
Fax	+ 49 (0) 30 9013-8281
Cell	+ 49 (0) 171 2262262
E-mail	Petra.Schwarz@senwtf.berlin.de

Fasanenstrasse 85
10623 Berlin
www.berlin-partner.de

Contact	Christoph Lang
Telephone	+ 49 (0) 30 39980-123
Fax	+ 49 (0) 30 39980-113
Cell	+ 49 (0) 1577 3998-123
E-mail	Christoph.Lang@berlin-partner.de

Press Release

March 2nd, 2009

890 km² of Virtual Berlin: Google Earth now Shows the Entire City **500,000 Buildings of the German Capital Now Online**

Two years ago, Berlin was the first city in Germany to make available a photorealistic, three dimensional model on the internet via Google Earth. Gradually, the model was linked to databases reflecting the city as a business metropolis. As a result, the locations of the music industry can now be viewed, for example. Or, because of the real estate database kept by the Business Location Center having been integrated, Google Earth users will now find exposés for those commercial properties that are available for sale or rent in the city.

Presenting geodata in 3-D is a megatrend on the web that this re-launch of the 3-D virtual city model has picked up. And here as well, Berlin is a trailblazer since it is the first city that can be searched and explored on Google Earth in practically all of its aspects. In order to create the model, aerial photographs were taken of approximately 500,000 buildings located on the 890 km² of the city's area while their roofs were scanned and measured using laser technology. In addition, around 80 tourist attractions were modeled in detail. Five Berlin landmarks (the Olympic Stadium, Sony Center, the Reichstag Building, DZ-Bank and the main train station (Hauptbahnhof)) can even be explored from the inside.

Senator Harald Wolf: "This technology and the data on which it is based open up many opportunities to companies, service providers and universities alike since they will be able to explore and create new products and processes. While the opportunities the new 3-D city model offers are of great interest to businesses and researchers, they will also enable the city administration to put new processes and technology to use. Urban planning procedures will benefit, as will those matters that require the public to be involved. The model has already been successfully integrated into our efforts at promoting the city's economic development."

René Gurka, Managing Director of Berlin Partner GmbH: "Berlin as a 3D model on the internet now opens up entirely new dimensions in marketing the city to investors, trade fairs and conventions, and businesses. The 2.0 version, a fundamentally revised version of the original software, will have its international premiere at the MIPIM real estate trade fair in Cannes, France. However, this project isn't over yet. By now, the quality of the virtual city model is such that we are convinced we will find cooperation partners from the public and private sectors to join us in developing it further."

Important note: The 3-D city model is not a component of Google Earth and will not be visible when you log onto Google Earth. You will need to access <http://www.virtual-berlin.de/>, download a KMZ file and then save this file as a link in the "Temporary Places" folder of Google Earth.