

Digitising Reality targets growth in the United States after successful launch in UK

Digitising Reality is the digital twins company revolutionizing the management of large assets and infrastructure

HOUSTON, TX, UNITED STATES, May 3, 2023 /EINPresswire.com/ -- The founders of digital twins' business, [Digitising Reality](https://www.digitisingreality.com/), have launched a North American division after winning a series of contracts in the UK during the last six months.

From oil rigs and wind turbines to bridges and historical buildings, Digitising Reality can provide objective, methodical surveys of assets to produce highly-detailed, digital models to support safety planning and maintenance, reduce costs and manpower, and assist in asset integrity. The accuracy of which is within a few millimetres.



**DIGITISING
REALITY**

“We’ve been blown away by the interest and volume of work creating super accurate models of everything from hotels to industrial sites and even a Bishop’s Palace,” said Richard Welton, Managing Partner and Chief Technology Officer. “Businesses often struggle to plan maintenance and examine issues on some of these large assets, so creating a digital twin that can be seen on a computer, or Augmented Reality headset, no matter where you are in the world, can save significant amounts of time, manpower and cost – not to mention making it safer for everyone.”

“

The business has just rocketed from a standing start and we’re building a very powerful portfolio of work and equipment that is really exciting”

Damian Bates, Managing Partner

The business was launched by Welton in 2022 – a member

of the Institute of Civil Engineers and American Society for Photogrammetry & Remote Sensing – and former newspaper executive, executive business consultant and investor, Damian Bates.

Appointed to the Digitising Reality team in the United States is Ed Davis, who will be responsible for helping establish the operation in Houston, manage the business development and marketing of the organization, and assist in recruiting pilots and other support staff as the business continues to grow.

“The business has just rocketed from a standing start and we’re building a very powerful portfolio of work and equipment that is really exciting,” said Bates, Digitising Reality’s Managing Partner and Chief Commercial Officer. “A number of our clients have operations both in Western Europe and the United States, and so it only makes sense for us to give our clients the ability to access our services on both sides of the Atlantic.”

Bates added: “I’ve known Ed for a long-time now, and adding him, his marketing and relationship expertise, and his international sensibility to our operation will only make us better.”

Collectively, Welton, Bates and Davis, have more than 75 years’ experience of running businesses of a variety of sizes. With the addition of Davis and the Houston operation, Digitising Reality now have a presence in Aberdeen and Houston, as well as being HQ’d outside London.

ABOUT DIGITISING REALITY

With more than two decades of experience in innovating process, technology, and uses in the remote-operated aerial vehicle space, Digitising Reality are the trusted partner for companies seeking the most detailed, highly accurate digital twin of their asset. Our team of experts has the knowledge and experience to handle any project, no matter how complex or challenging. For more information, visit www.digitisingreality.com

Edward Davis

BBN

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/631479096>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.