

## Pixalytics is growing!

The last week has seen two significant firsts for Pixalytics!

- Our first book, Practical Handbook of Remote Sensing, has gone on presale!
- Our first full time employee joined the company!

Right at the outset of establishing Pixalytics, we put down the DNA of the company we wanted to develop. Science is at the heart of Pixalytics, and we use our scientific knowledge to undertake research and development, provide products and services and to promote the scientific education and knowledge.

As part of that educational strand, we've written a book this year. It's a book Sam has wanted to write for a long time, and takes people without any prior knowledge through the basic principles and science of remote sensing, gives them practical skills to undertake basic remote sensing at home and demonstrates the various applications where remote sensing can be used.

Sam quickly recognised that if she was going to write a general how-to book, she needed someone who knew nothing about the subject, which is where I came in. So together we co-wrote the book combining Sam's 20 years of experience with my non-expert perspective of navigating through remote sensing for the first time. I have proof-read, tested and applied everything in the book; and so if I can learn remote sensing from it, anyone can!!

The book uses open source software as we wanted it to be as accessible as possible, and will be supported by a website offering news, updates, a learning forum and further exercises for people who've bought the book.

The book, Practical Handbook of Remote Sensing, is published by CRC Press of the Taylor & Francis Group. It went on pre-sale last week, and the actual paper copies are due to be shipped later this month. If you are interested you can order a copy [here](#), or if you have any questions, please get in touch.

The second first for us is that we now have a full time employee, Dr Louisa Reynolds! Up until now

---

## **Pixalytics Ltd**

Specialises in the transition of academic knowledge to commercial opportunity and public understanding.  
<http://www.pixalytics.com>

---

Pixalytics has just been Sam and I, we've had the occasional short-term Erasmus student, PhD student, MSc placements and work experience people along the way, but not a full time employee. We've steadily grown the business over the last few years and we've reached the point where Sam no longer has enough hours in the day to do the work we have; although, Sam might say we reached that point a little while ago!

Hence, on Monday Louisa joined Pixalytics as an Earth Observation Scientist and brings with her strong skills in remote sensing, image processing, astrophysics, atmospheric and ocean physics. She will be providing support to Sam on all aspects of our Earth Observation and remote sensing work. This will significantly increase the capacity and capability of the company, which will hopefully lead to exciting new work in the future.

Overall, these are both major milestones for us and we're delighted to welcome both Louisa and the Practical Handbook of Remote Sensing to Pixalytics.