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Barr Geospatial Solutions rebrands as Forsite to unify geospatial intelligence capabilities

Company adopts new name to reflect forward-looking insights and cohesiveness across energy, utilities, forestry and natural resources

CONROE, Texas — Barr Geospatial Solutions today announced it is rebranding as Forsite, adopting a new name and website, forsitegeo.com, to better reflect the company's evolution and unify its capabilities under a single identity.

The name Forsite reflects the company's focus on helping clients see what is coming and act with greater confidence. By combining aerial data, field expertise and advanced analytics, Forsite enables organizations to move from reactive decision-making to proactive, forward-looking insight across energy infrastructure, utilities, forestry and natural resource management.

Forsite brings together the capabilities of Barr Air Patrol, Airborne Imaging Inc., Northwest Management Inc., Forcorp Solutions Inc., and Forsite Consultants Ltd. under one brand, aligning aerial LiDAR acquisition, pipeline patrol and inspection, wildfire risk modeling, forest inventory, geohazard detection and environmental field services into a more connected, client-focused approach.

"Our focus has always been on delivering practical, field-informed solutions for our clients," said Chris Havern, Chief Executive Officer, Forsite. "By bringing our teams together under one brand, we are simplifying our go to market approach and giving our clients access to the complete range of capabilities they need, from data acquisition to analysis to on-the-ground implementation."

"For years, each of our companies delivered outstanding results independently, but we always knew the real power was to integrate them and truly harness our capabilities," added Havern. "What we are offering now is truly unprecedented in our industry: seamless access to airborne data acquisition, advanced analytics and experienced field teams, all working as one."

Forsite supports mission-critical applications across the industries it serves, including:

- Utility vegetation management and grid risk mitigation
- Wildfire fuels mapping, fire behavior modeling and risk assessment
- Pipeline patrol, leak detection and right-of-way monitoring
- Geohazard detection and infrastructure risk assessment
- Digital forest inventory and land management planning



By connecting insights from the air and the field, Forsite helps organizations identify risks earlier, prioritize resources and operate more effectively in complex environments.

The newly launched website provides a centralized resource for clients to explore Forsite's services, industries and intelligence platforms. It is designed to make it easier for users to navigate and understand how geospatial data, LiDAR and field services work together to solve operational challenges across large and diverse landscapes.

Forsite's core platforms include:

- FireView™ for wildfire fuels mapping and fire behavior modeling
- RiskView™ for utility vegetation management and decision support
- ForestView® for LiDAR-based forest inventory and analysis
- PatrolView™ for pipeline patrol, monitoring and geohazard detection

These capabilities are supported by one of North America's largest independent aerial LiDAR libraries and decades of experience across both aerial and field-based data collection.

About Forsite

Forsite is a geospatial intelligence company operating across Canada and the United States. Formerly Barr Geospatial Solutions, the company unifies the capabilities of Barr Air Patrol, Airborne Imaging Inc., Northwest Management Inc., Forcorp Solutions Inc., and Forsite Consultants Ltd. under one brand.

Forsite combines aerial imagery acquisition and processing including LiDAR, forestry field operations and advanced analytics to help organizations manage risk, improve decision-making and protect critical infrastructure and natural environments.

Resources

- Learn more: forsitegeo.com
- Watch the brand story video: [Forsite | Geospatial Solutions for Energy Infrastructure, Natural Landscapes and Wildfire Protection](#)

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