



FOR IMMEDIATE RELEASE:

Massive Take-Up for New CRU VUE Program Reported

Toronto, Ontario Canada June 4, 2018

Launched only 14 days ago, the new CRU VUE Roof Image Program is currently running 8 separate two-person teams across Ontario and will be adding another 4 teams in the coming week. Since initial roll-out, CRU VUE has already processed over 1000 claims providing high definition imagery without climbing roofs.

Skip McHardy, CRU Catastrophe Response Director said, "We have moved quickly from the drawing board to the field with this program and believe it to be an excellent alternative to the use of the highly restricted UAVs here in Canada." Adds Mr. McHardy, "This is not a replacement for the services of our UAV Division already active in the US, but for now, in Canada, this is proving to be a great way to provide our customers the information they need in a timely, efficient, and safe manner – at least until Transport Canada loosens regulations on the commercial operations of drones".

The CRU VUE process involves the use of 34' and 44' commercial monopods (think "giant selfie sticks"). These custom devices consist of a telescopic carbon fibre pole topped with a high definition camera that can adjust the zoom, focus, and angle of pictures. The view is monitored and controlled by the Certified CRU VUE technician on the ground. Mr. McHardy said "Given the high number of roof damage claims reported through the recent windstorm event, and the absence of roofers or contractors to provide ladder assist, the demand for exactly this type of solution appears almost unlimited right now. Our team is proud of how we have been able to again employ new innovation to help solve the challenge for our insurer customers!"



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About CRU GROUP

Founded in 2004, CRU Group provides staffing solutions and claims management services for the Property & Casualty industry across North America. CRU Adjusting Group currently operates four main units: Catastrophe Response Unit Inc. Canada, Catastrophe Response Unit USA, as well as market-leading specialty claims adjusting firm F.C. Maltman International and The Academy of Insurance Adjusting (AIA). The Group Head Office is in Toronto, Canada.

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