

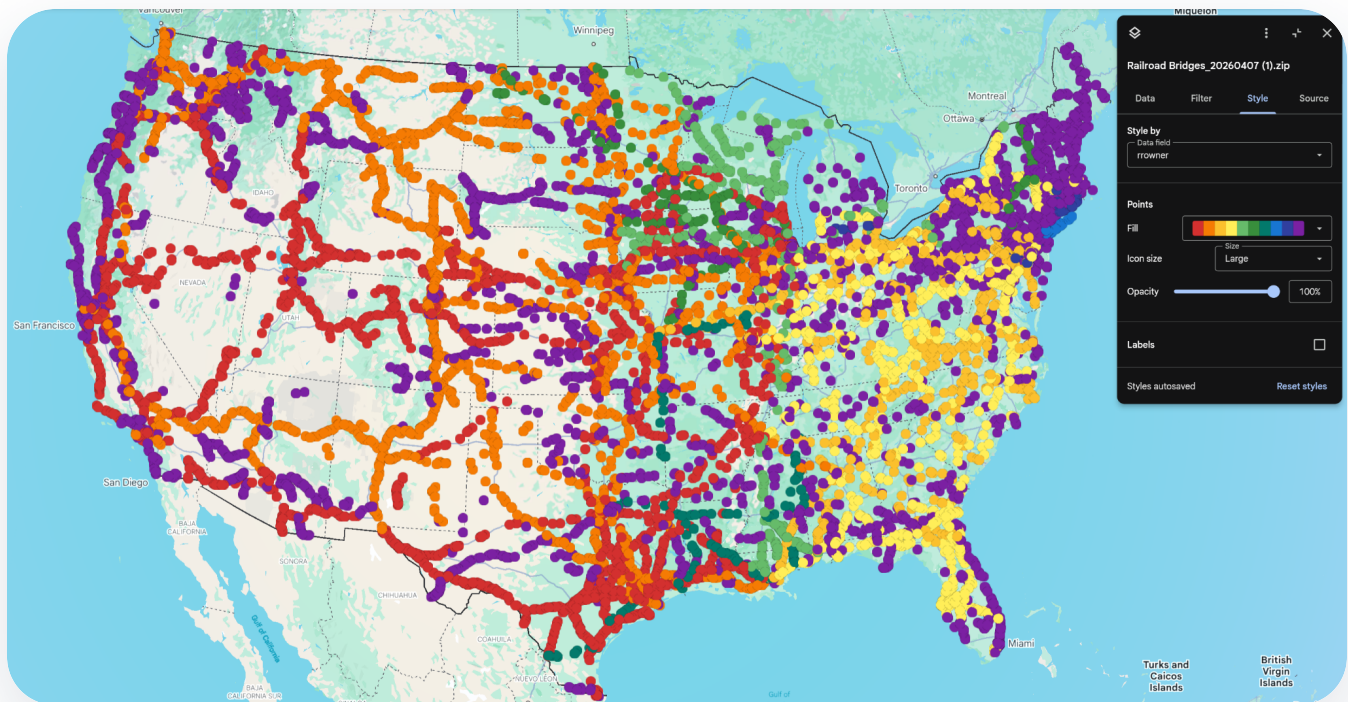
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 Google Maps Platform



Bring more of your data to Google Earth with new shapefile and 3D model imports



Willy Thomas

Product Marketing Manager,
Google Earth

April 28, 2026

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[Google Earth](#) is expanding its data import capabilities to help you create a single source of truth for geospatial information. We are proud to announce support for two new data import types and new data in the measure tool:

- [Shapefile \(SHP\)](#): allows you to bring industry-standard GIS data directly into Google Earth as flexible data layers.
- [3D models \(GLB\)](#): enables you to effortlessly upload, place, and share custom 3D models like architectural mock-ups within your web browser.
- [Elevation profiles](#): displays a beautiful new elevation profile graph in the inspector panel from a simple drawing with the measure tool.

Shapefiles and 3D models have landed on Google Earth

Google Earth



Watch on

Your data on a real-world canvas

Our users have made it clear. You want to be able to bring more of your data, imagery, and models to Google Earth's real-world canvas. Today, we're thrilled to take the next step in delivering on that promise with the launch of [shapefile](#) and [3D model](#) import support.

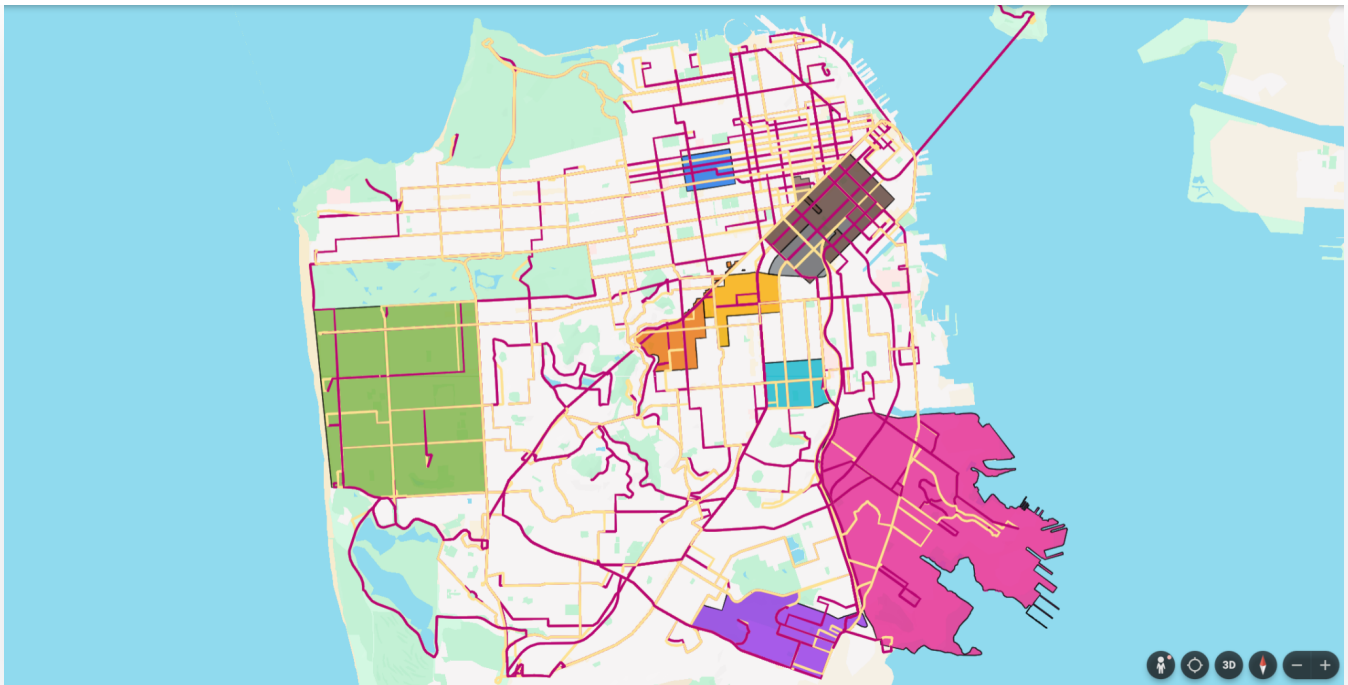
To make the best decisions, you need a map tailored to your specific work - because the true power of insights is their ability to drive collective understanding and inspire action. As a project progresses from early site assessment to stakeholder review, teams are forced to constantly jump between heavy GIS software, planning spreadsheets, and presentation decks. Manually exporting, converting, and wrangling data for every new phase or audience is incredibly frustrating. It drains your most valuable hours and guarantees someone is always looking at outdated information.

[Google Earth](#) is eliminating this friction. By expanding our data import capabilities, you can now securely combine, style, visualize, and share your proprietary data directly in a Google Cloud-based map project. We are turning the map into a unified workspace where your entire team can collaborate and centralize insights. When everyone is operating from the exact same single source of truth, you spend less time managing files and more time making confident decisions.

Add Shapefiles to get a complete picture

What's new: We are expanding support beyond KML, KMZ, and GeoJSON to include [shapefiles](#). You can now upload a .zip file containing your shapefiles to render both the features and their associated attributes as performant, cloud-native data layers.

Shapefiles are the industry standard for GIS professionals. This feature is essential for a real estate developer or urban planner who needs to import large-scale proprietary data like tax lot, infrastructure, or topographic data to evaluate a site's suitability and find opportunities.



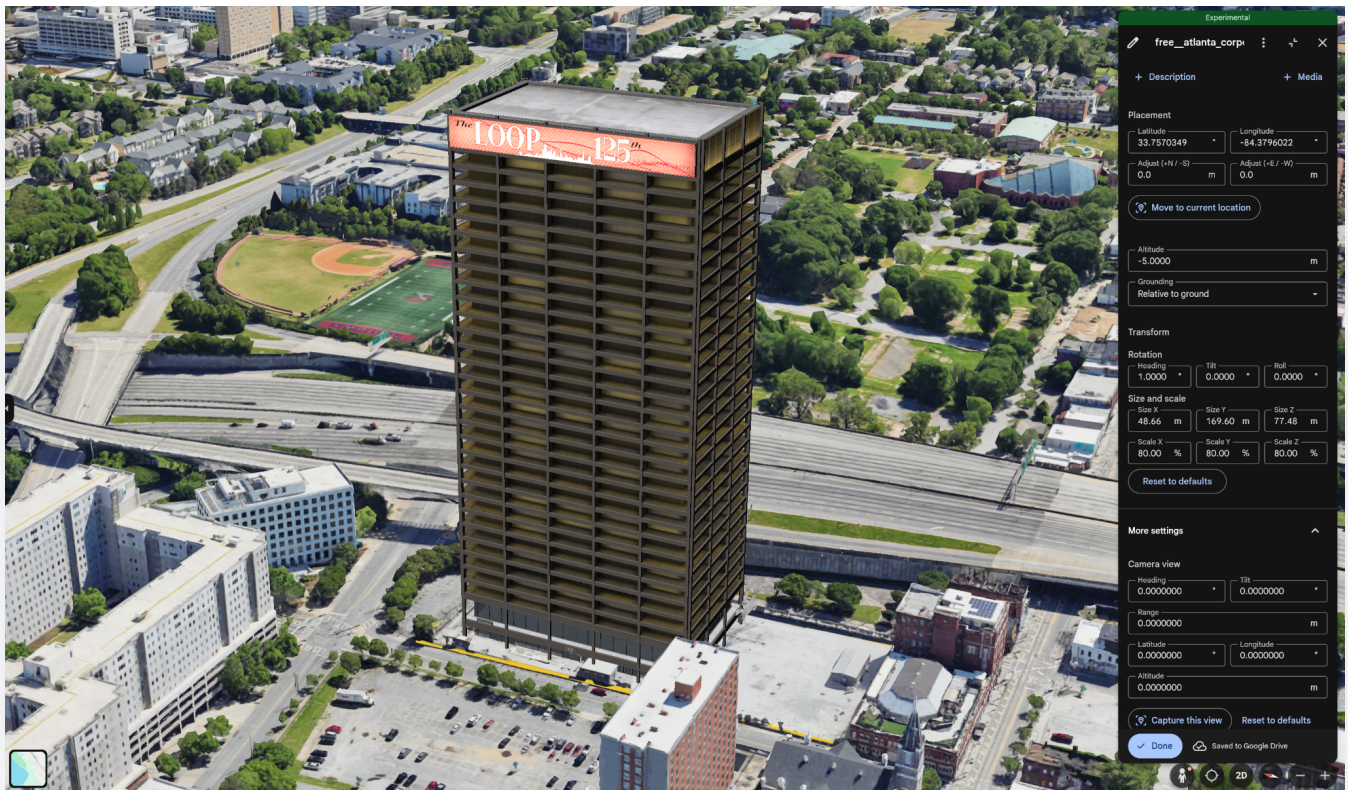
Import shapefiles (SHP) to map projects and style and share geospatial data.

 Expand

Bring 3D models to life with real-world context

What's new: Upload, place, and share custom [3D models](#) to see your designs or massings in a real-world context. Starting with support for the [GLB file format](#), we provide input fields that allow you to accurately position, scale, and rotate your models on the globe.

This transforms [Google Earth](#) into an interactive stage for custom designs. An architect or construction professional can use this to visualize proposed architectural designs and building mock-ups in their exact real-world context before resources are committed. Aligning stakeholders on a shared vision just got a whole lot easier.



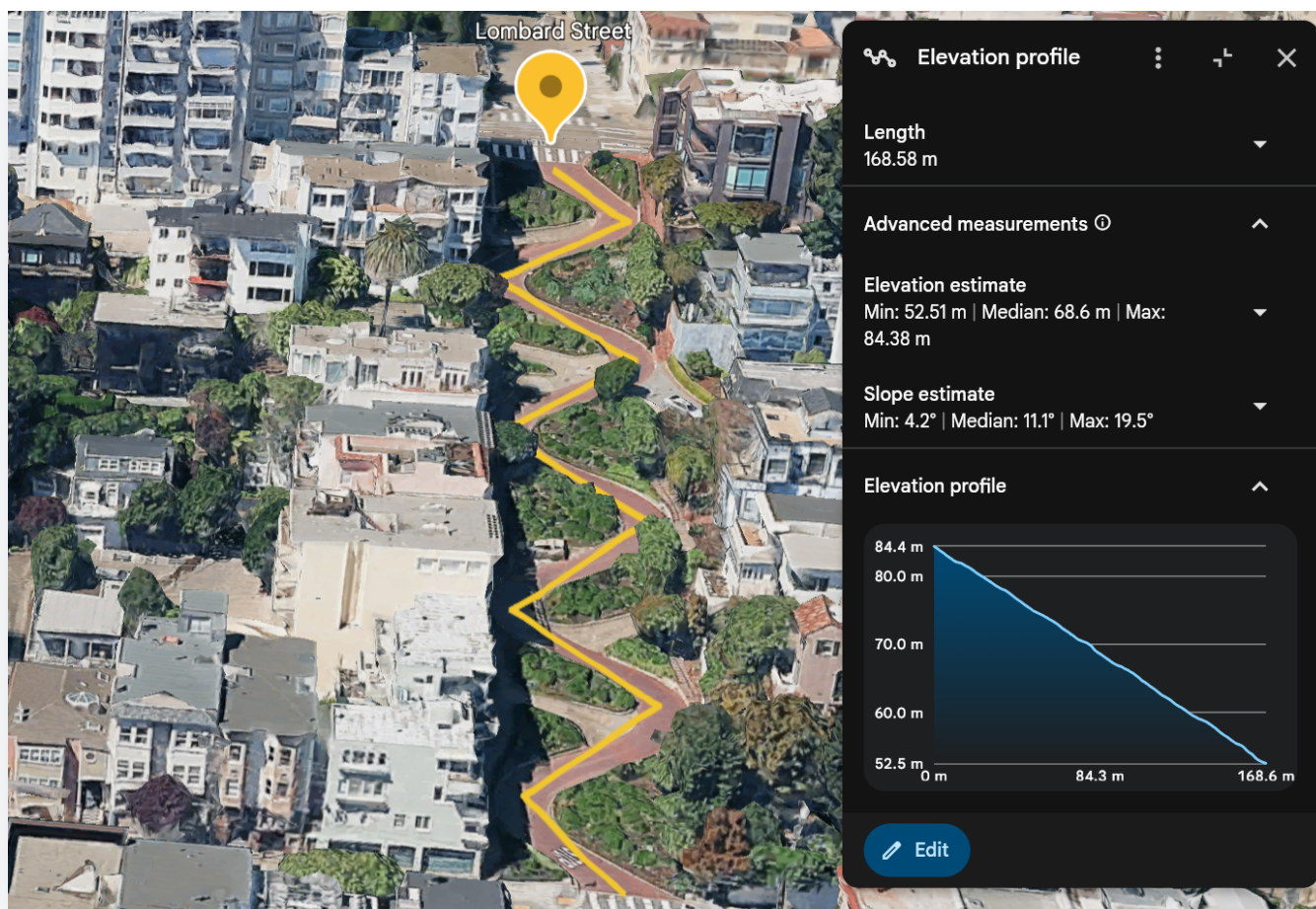
Visualize your 3D models in real-world context.

 Expand

Visualize elevation profiles

What's new: [Elevation profile](#) has been added to the measure tool. Simply draw with the measure tool as you always have and see a beautiful new elevation profile display in the inspector panel.

The measure tool has always functioned as a core utility knife for map exploration, and this update makes it more powerful and flexible. Because terrain impacts nearly every project, this visual data can be applied in countless ways to quickly replace guesswork with concrete spatial intelligence. Whether you are tackling complex route and transportation planning, conducting viewshed analysis, or mapping out logistics for heavy machinery, you can now instantly contextualize terrain dips and peaks directly on the map.



Visualize terrain to save time and derisk projects.

 [Expand](#)

Join your peers at our new Google Earth Discord channel

Ready to start adding your data to Google Earth? Curious how other professionals are using these tools to work more efficiently?

Join your peers in the new [#GoogleEarth Discord channel](#) in the Google Maps Platform server to exchange proven workflows, solve complex spatial challenges in real-time, and connect directly with the Google Earth product team. Tap into a global network of professionals today and learn how others are working smarter and saving time with Google Earth.

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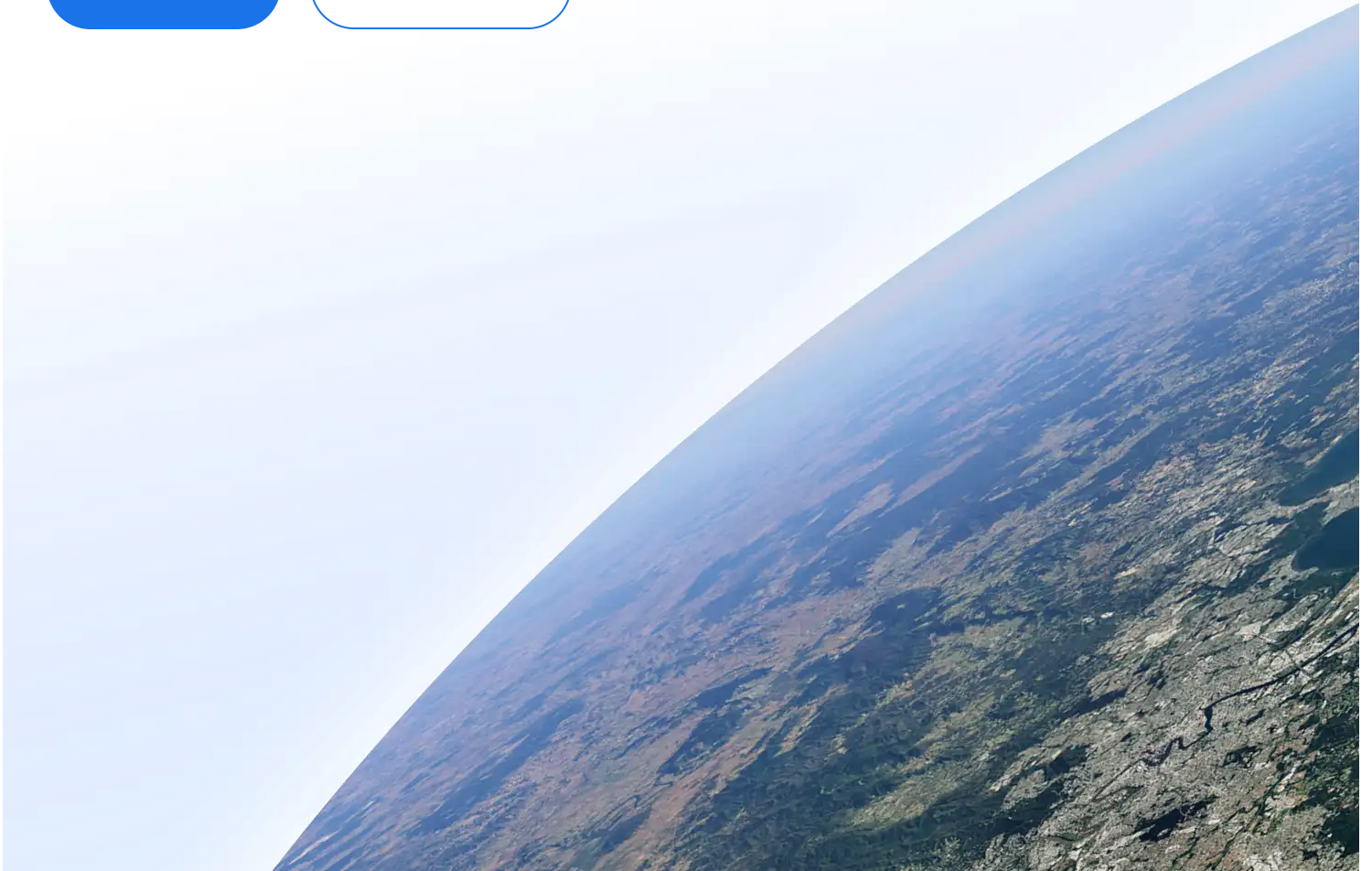
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