

“WHERE THE STREETS HAVE NO NAME”

INNOVATIONS IN ADDRESSING

Maurits van der Vlugt



WHAT3WORDS

MERCURY
PROJECT SOLUTIONS



Sign in



Putrajaya International Convention Centre
Massive venue for...

MY SUIT @ picc

Dunkin' Donuts

Taska De Sayang

Surau Munawarah

Taman Seri Empangan

Lebuhraya Gemilang

Lebuhraya Gemilang

Lebuhraya Gemilang

Lebuhraya Gemilang

Jalan P5

Jalan P5

Jalan P5

Jalan P5

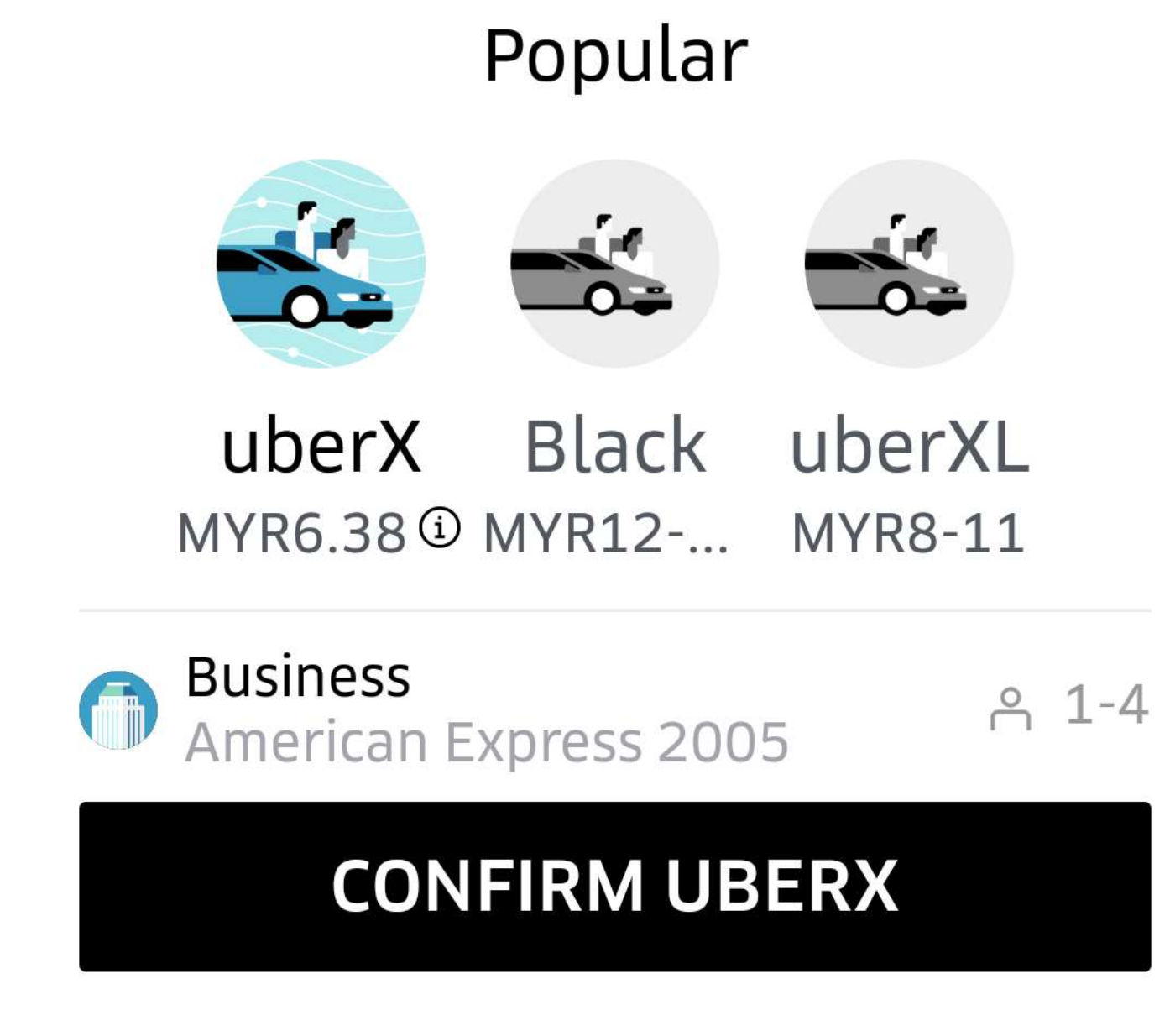
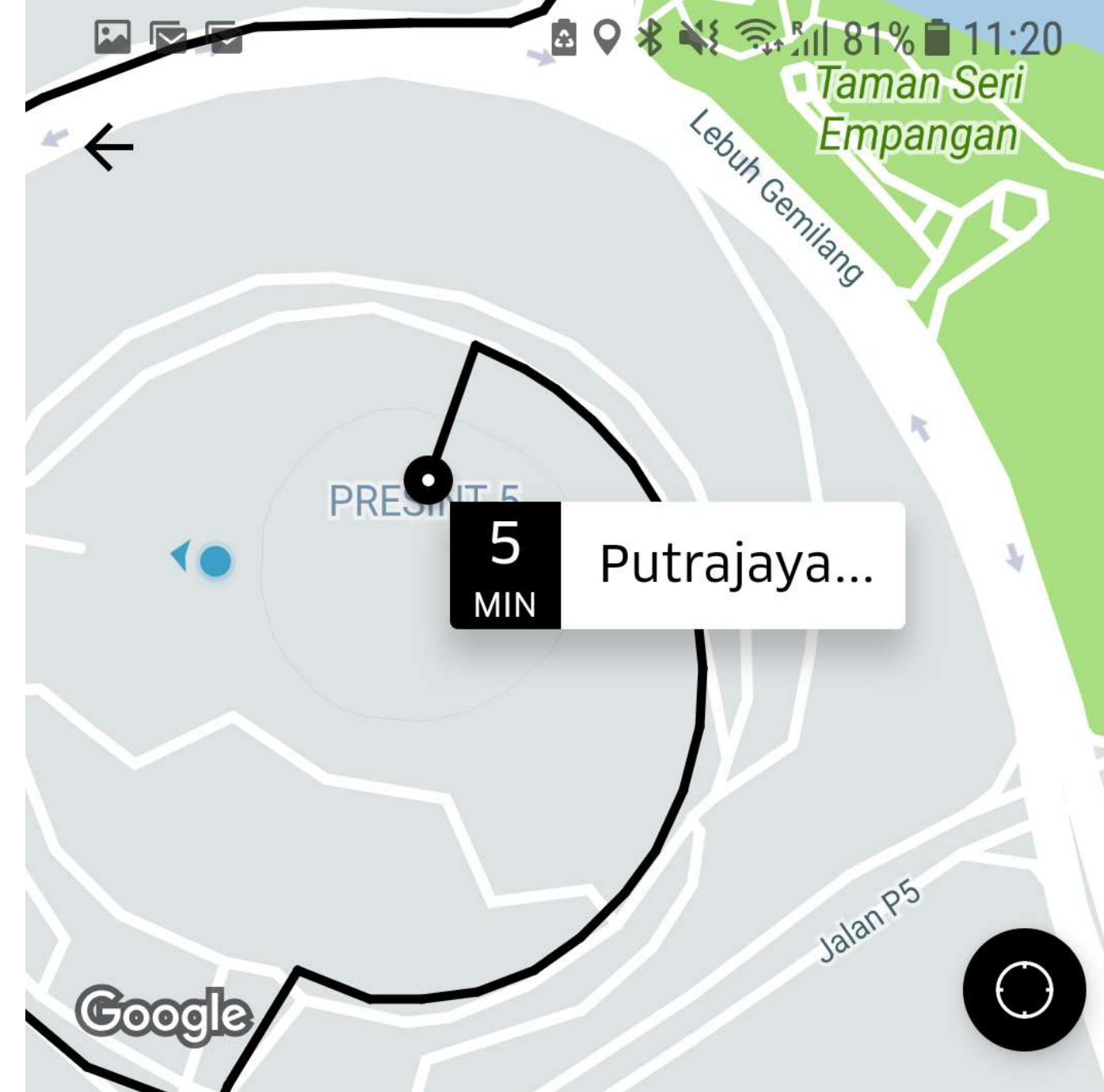
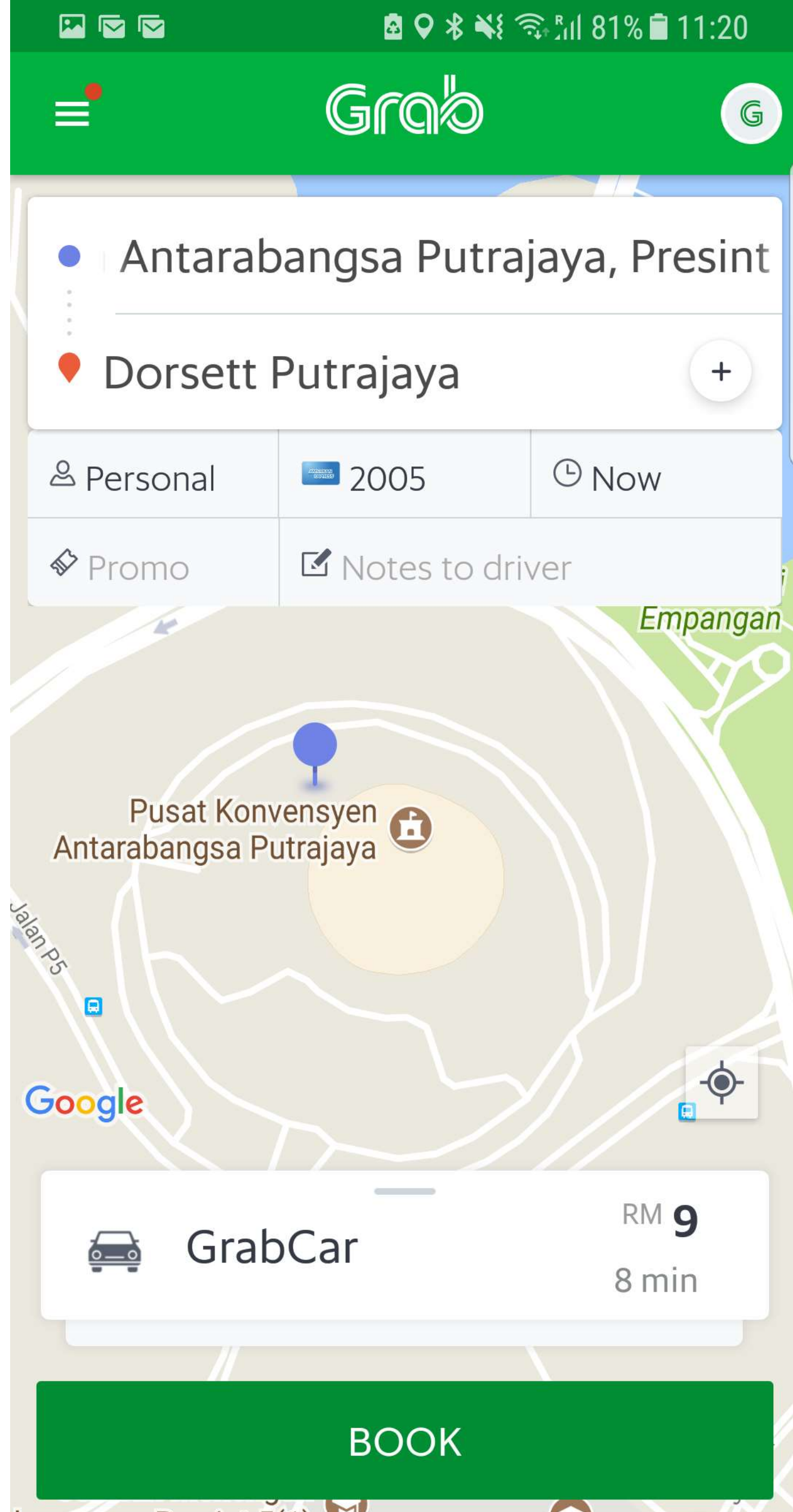
Lebuhraya Gemilang

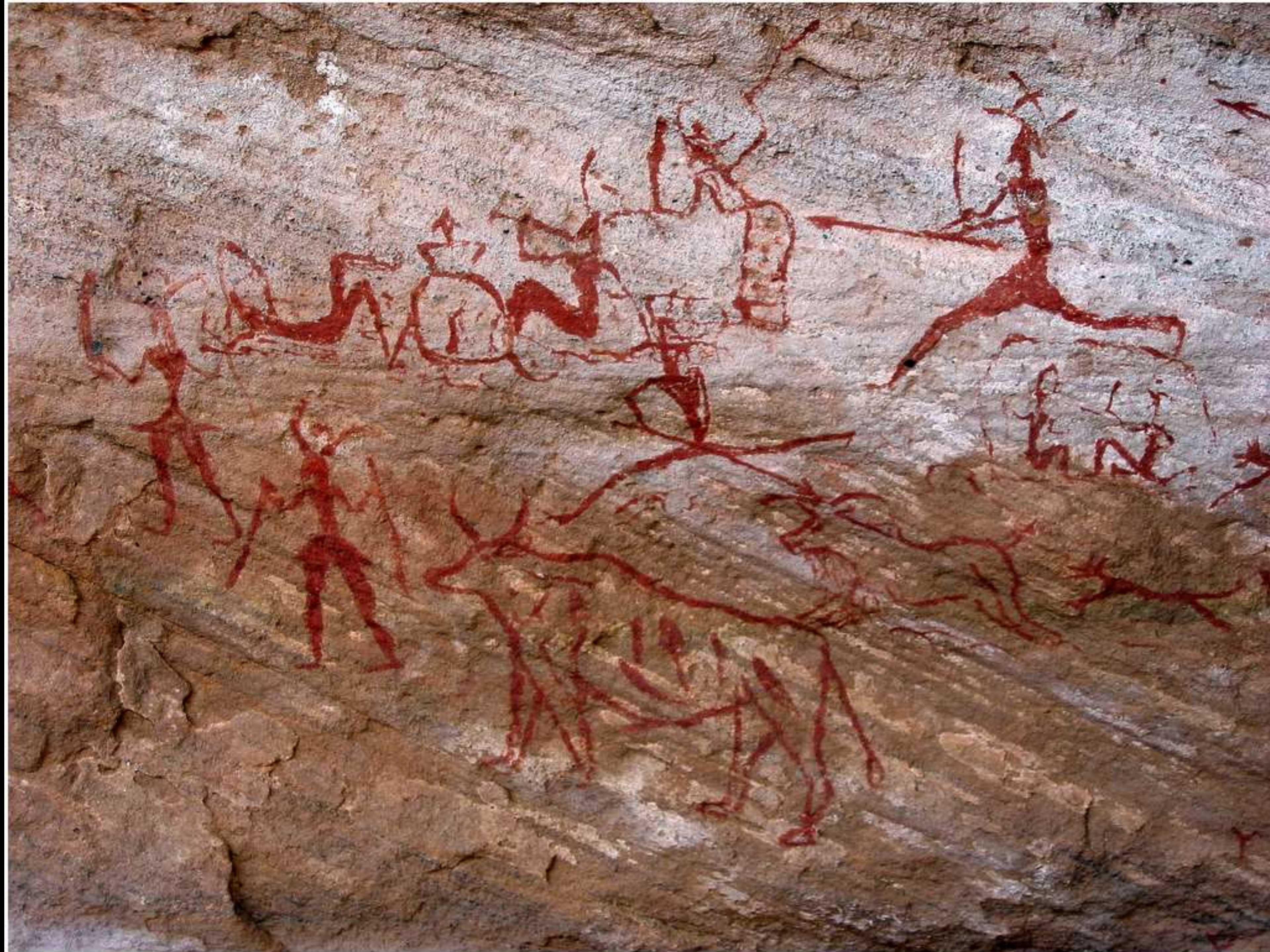




Different locations for different needs

- Jalan P5: Main Entrance
- Main Lobby Entrance: Taxis
- Car Park Entrance: Parking
- Loading Dock: Deliveries



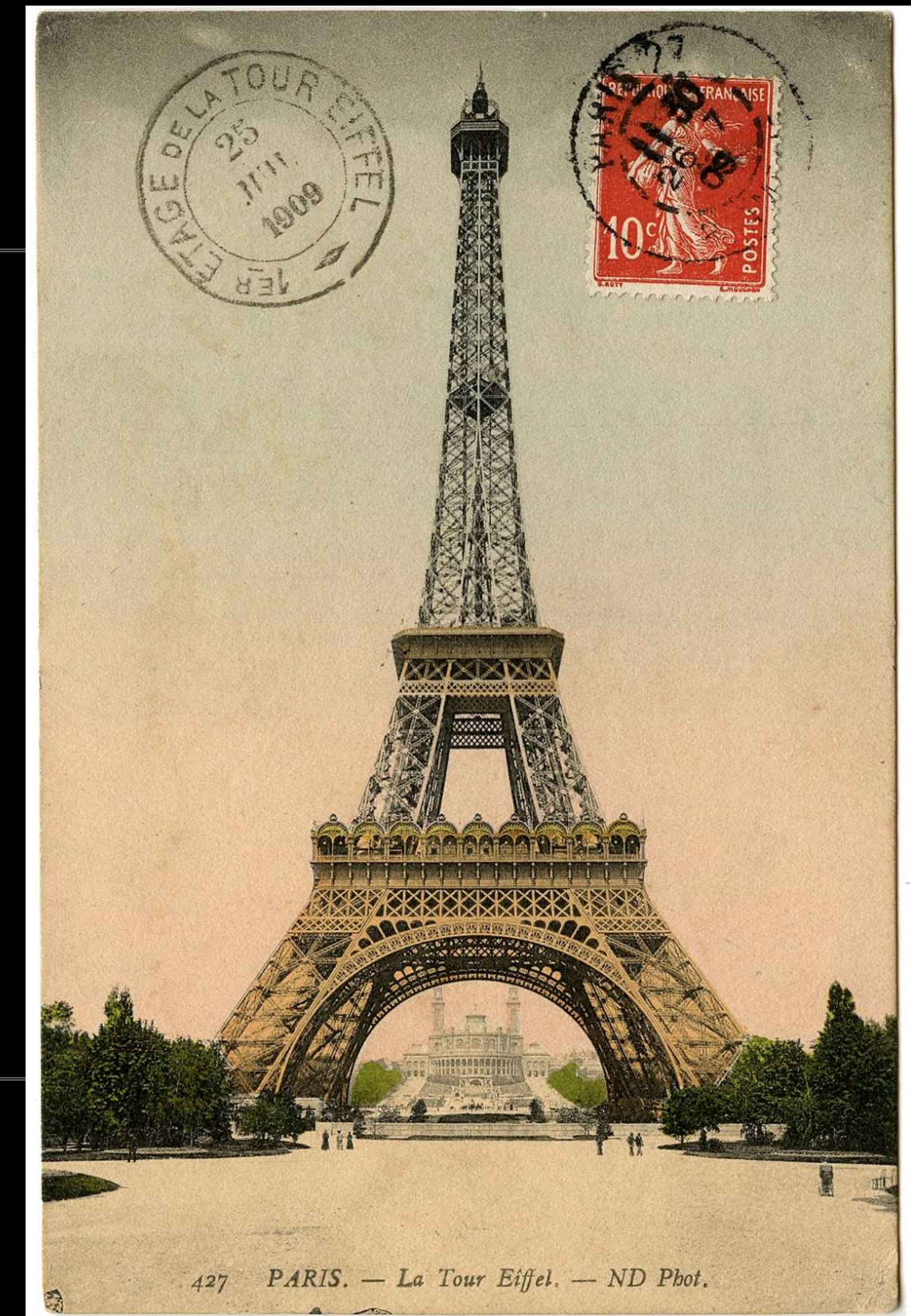




BEFORE ADDRESSES



1512: FIRST ADDRESSES

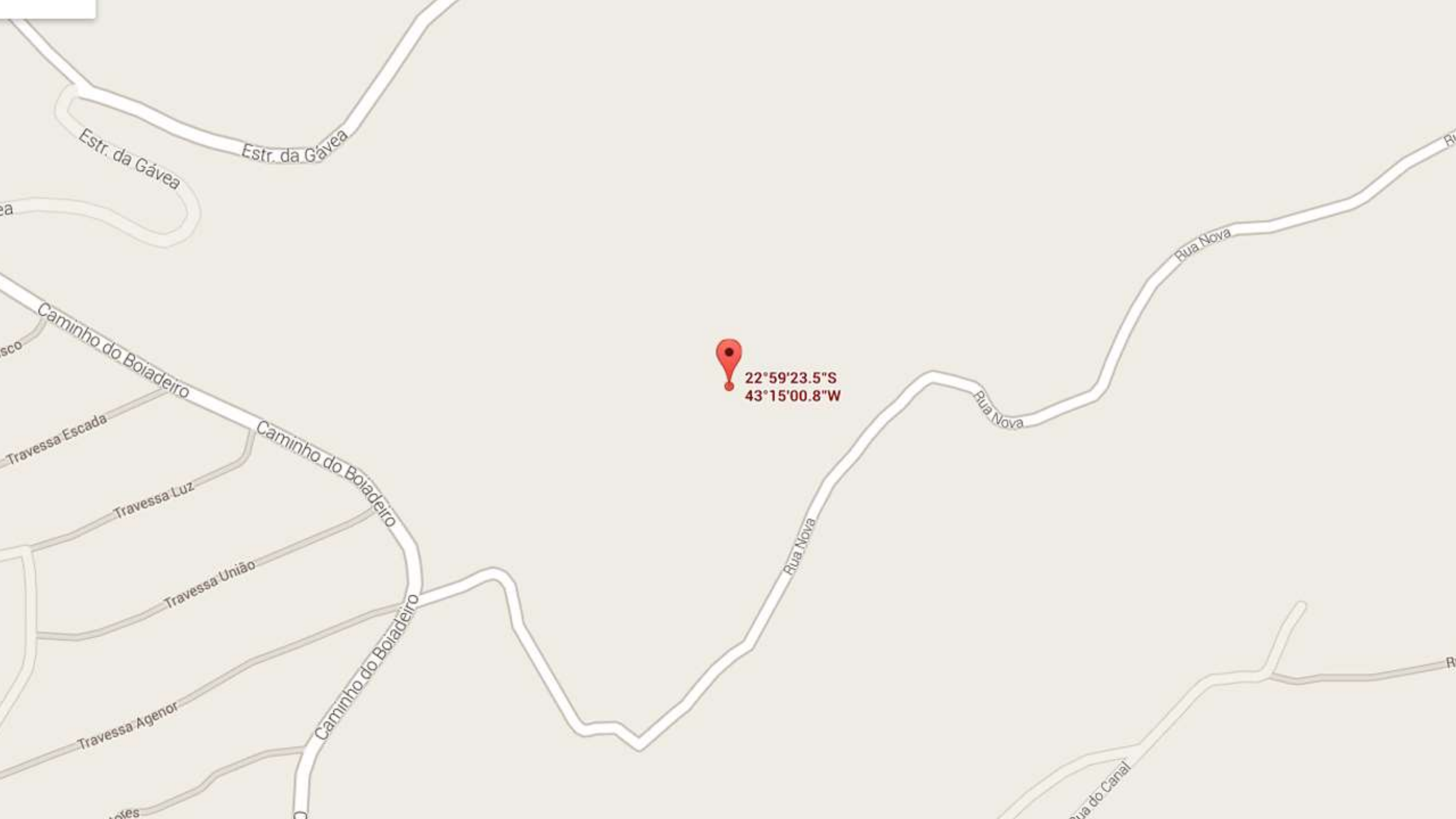


“WHAT IS YOUR NEAREST CROSS-STREET?”



An aerial photograph of the Burj Khalifa in Dubai, United Arab Emirates. The skyscraper is the central focus, reaching towards a clear blue sky with light, wispy clouds. The surrounding cityscape is visible, including other high-rise buildings, roads, and a large artificial lake with turquoise water. The text "75% OF THE WORLD HAS INADEQUATE, POOR OR NO ADDRESSING SYSTEMS" is overlaid in white, bold, sans-serif font across the middle of the image.

**75% OF THE WORLD HAS INADEQUATE,
POOR OR NO ADDRESSING SYSTEMS**



22°59'23.5"S
43°15'00.8"W

Estr. da Gávea

Estr. da Gávea

Rua Nova

Rua Nova

Rua Nova

Rua do Canal

Caminho do Boiadeiro

Caminho do Boiadeiro

Caminho do Boiadeiro

Travessa Escada

Travessa Luz

Travessa União

Travessa Agenor



Rua da Paz

Estr. da Gávea

Estr. da

Asssa Senhora Boa Viagem

Rua Nova

Estr. da Gávea



22°59'23.5\"/>
43°15'00.8\"

Travessa Luz

Travessa União

Rua da Raiz

Travessa Agenor

Caminho do Boiadeiro

Travessa Flores

Travessa Palmas

Travessa Anibal

POOR ADDRESSING HAS A MASSIVE IMPACT



22m hours lost abroad



80% calls refer to **location**



1 mile/driver=\$50m

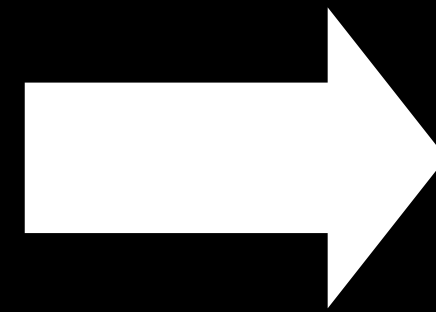
**THE ONLY OTHER OPTION IS ACCURATE BUT
DIFFICULT TO REMEMBER & USE**

2.894806, 101.677213





**“WE NEED AN
AMBULANCE
IMMEDIATELY AT
2.894806, 101.677213**



**“ WAS THAT
2.894806 OR
2.984806? ”**

7, Jalan PP 22, Taman Pinggiran Putra
 Lebuhraya Gemilang, Presint 5, 62200 Putrajaya

Add destination

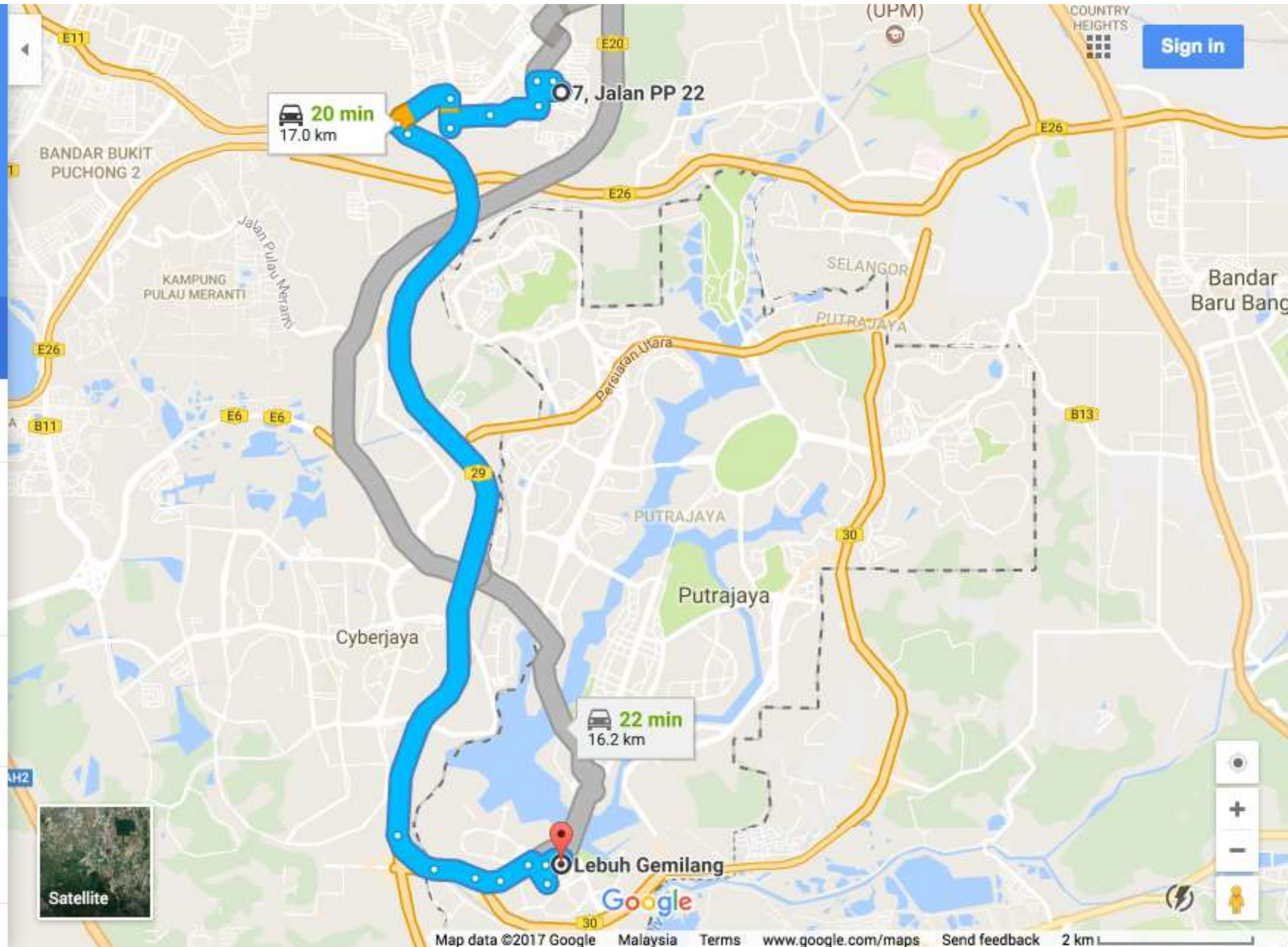
Leave now ▼ OPTIONS

Send directions to your phone

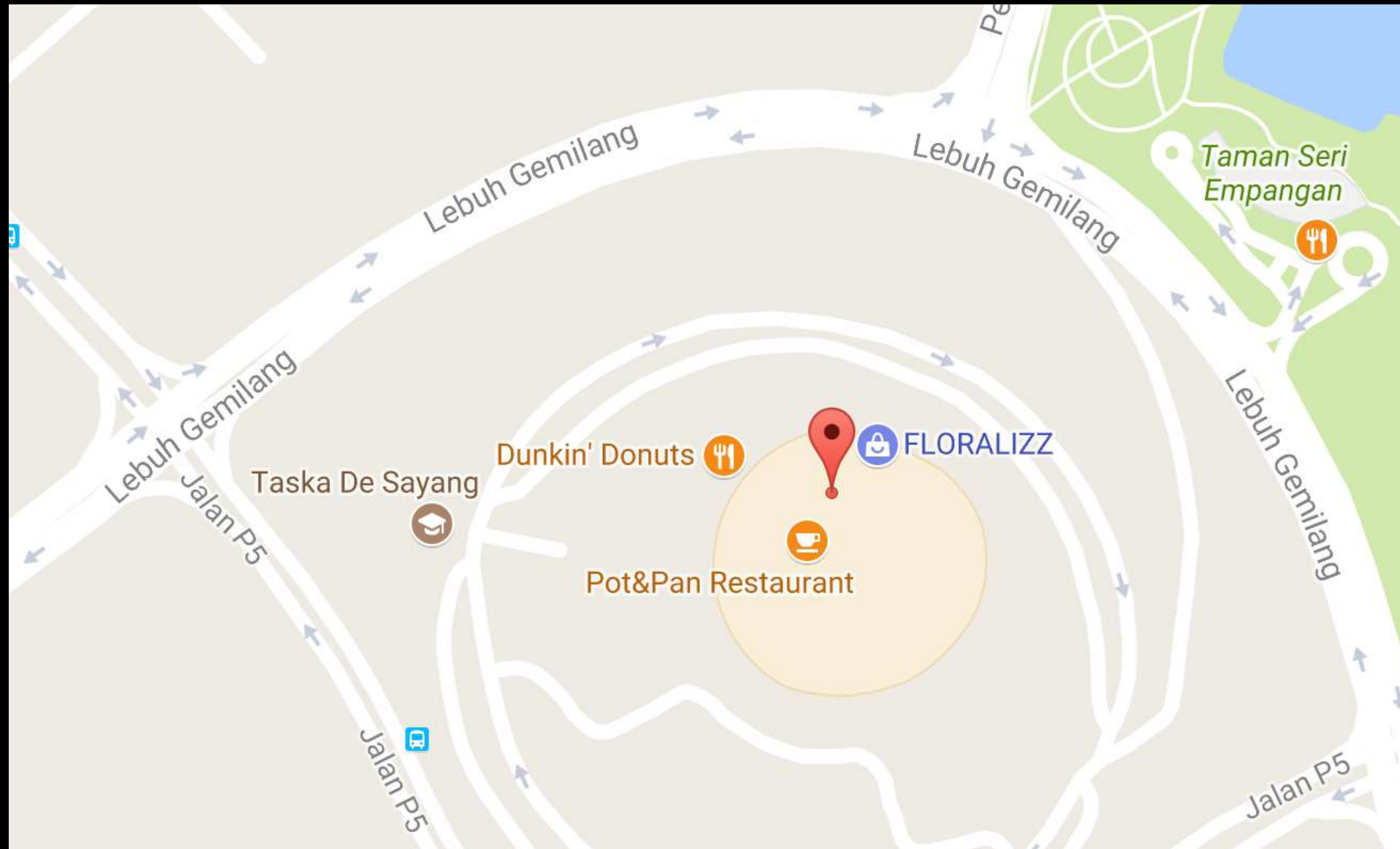
via Route 29 **20 min**
 Fastest route, the usual traffic 17.0 km
[DETAILS](#)

via Route 29 and Lebuhraya Sentosa **22 min**
16.2 km

via Lebuhraya Kuala Lumpur - Putrajaya/E20 **25 min**
23.7 km



ALTERNATIVES TO “2.894806, 101.677213”



MAPCODE

38DP.3XC

plus+codes

6PJ3VMVG+WV

WHAT3WORDS

patterned.timbers.kneels

WHAT3WORDS IS A GLOBAL ADDRESS SYSTEM


51.498262,
-0.218533

=

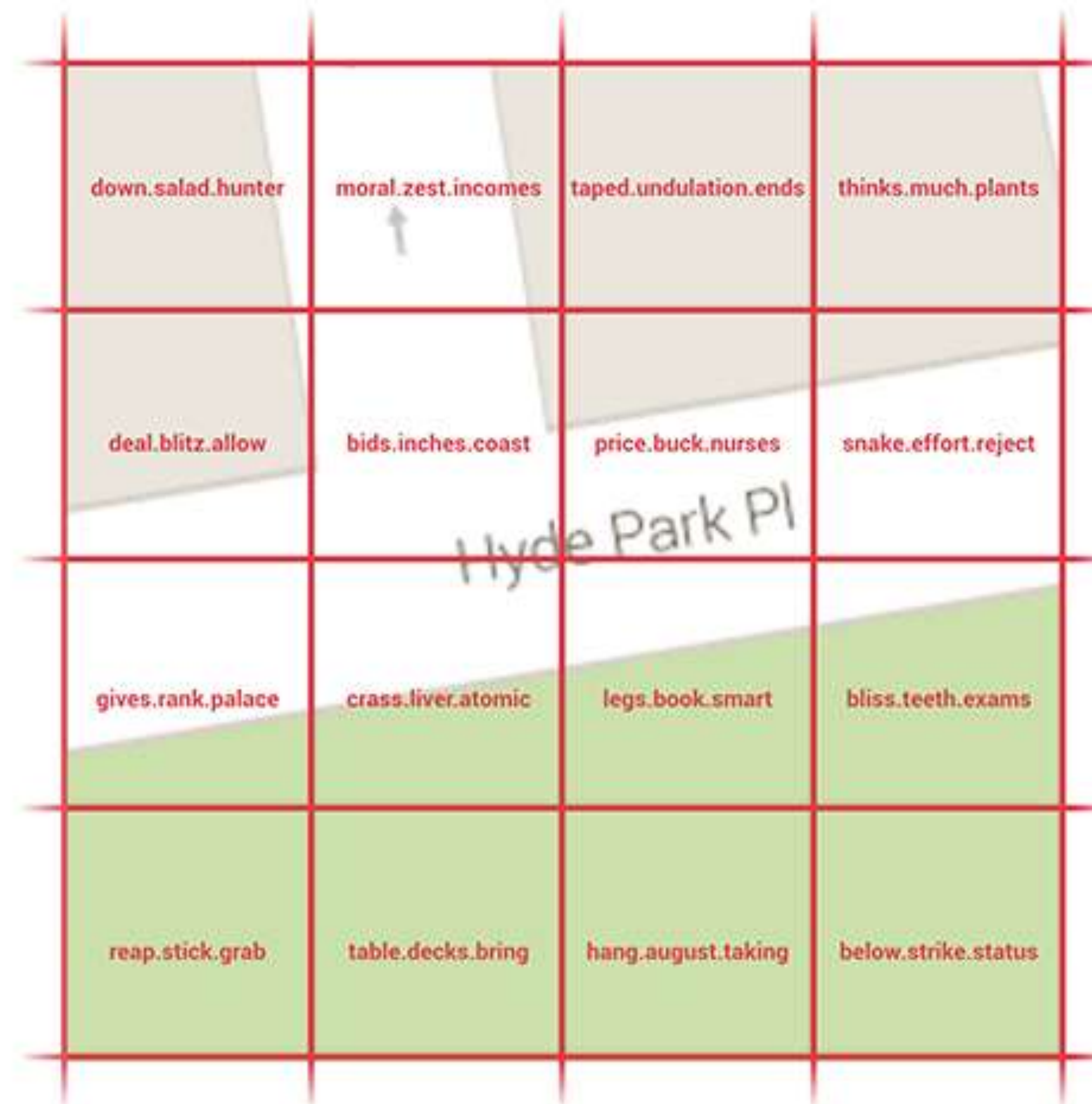




table.chair.spoon

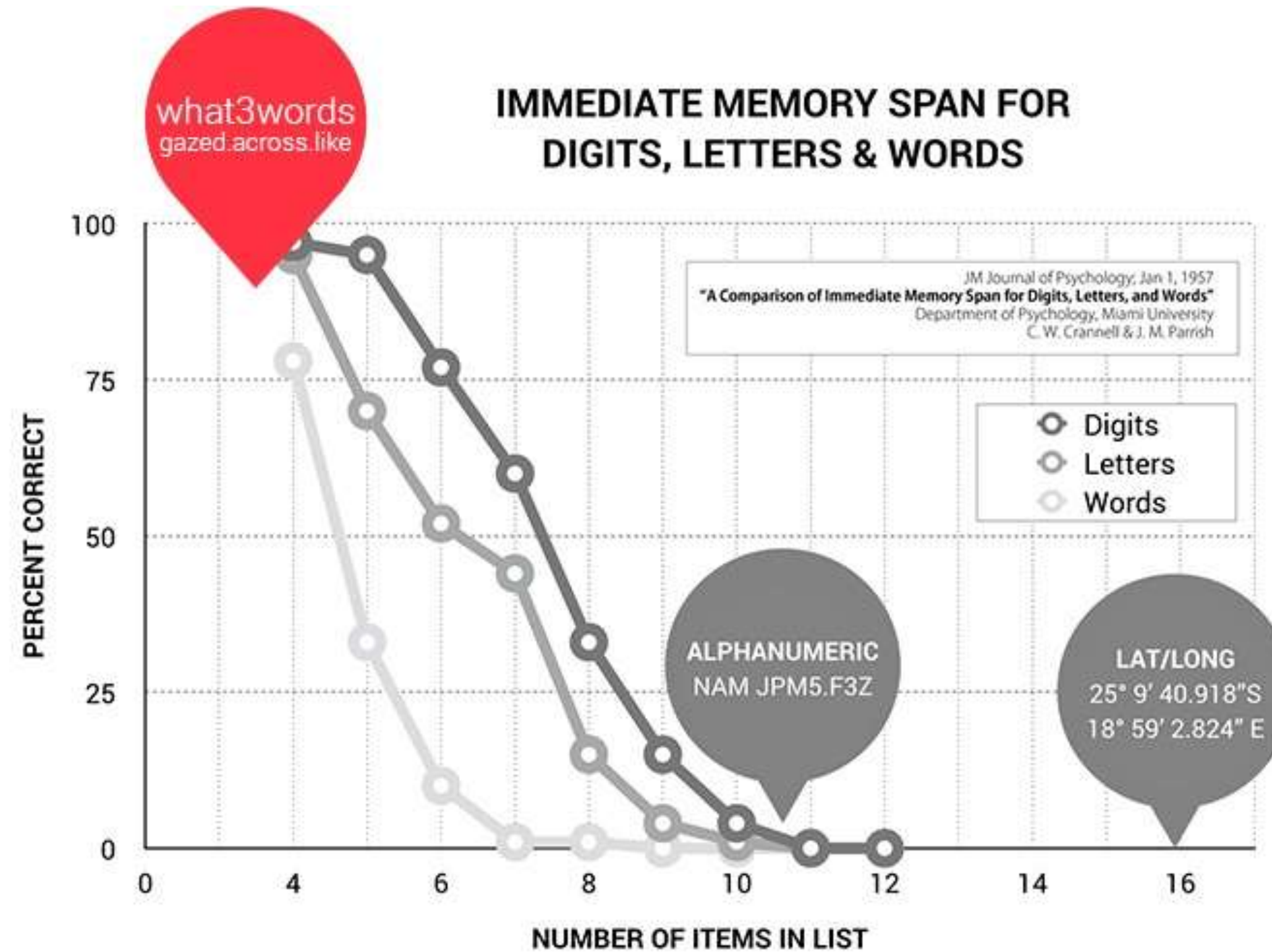
A street scene with a sidewalk and road. A white rectangular area is overlaid on the sidewalk, with a white line pointing to it from the text 'table.chair.spoon'. The scene includes a row of colorful houses on the left, a black metal fence, a paved road with parked cars, and trees in the background.

3 WORD ADDRESSES WILL NEVER CHANGE



WORDS BEAT NUMBERS FOR COMMUNICATION

3 words are far more memorable, familiar sounding and usable by everyday people than any latitude/longitude pair or alphanumeric grid code.



WORDS WORK EVERYWHERE



SIMILAR ADDRESSES ARE FAR APART TO SPOT ERRORS



MULTIPLE LANGUAGES

Current 3 word languages:

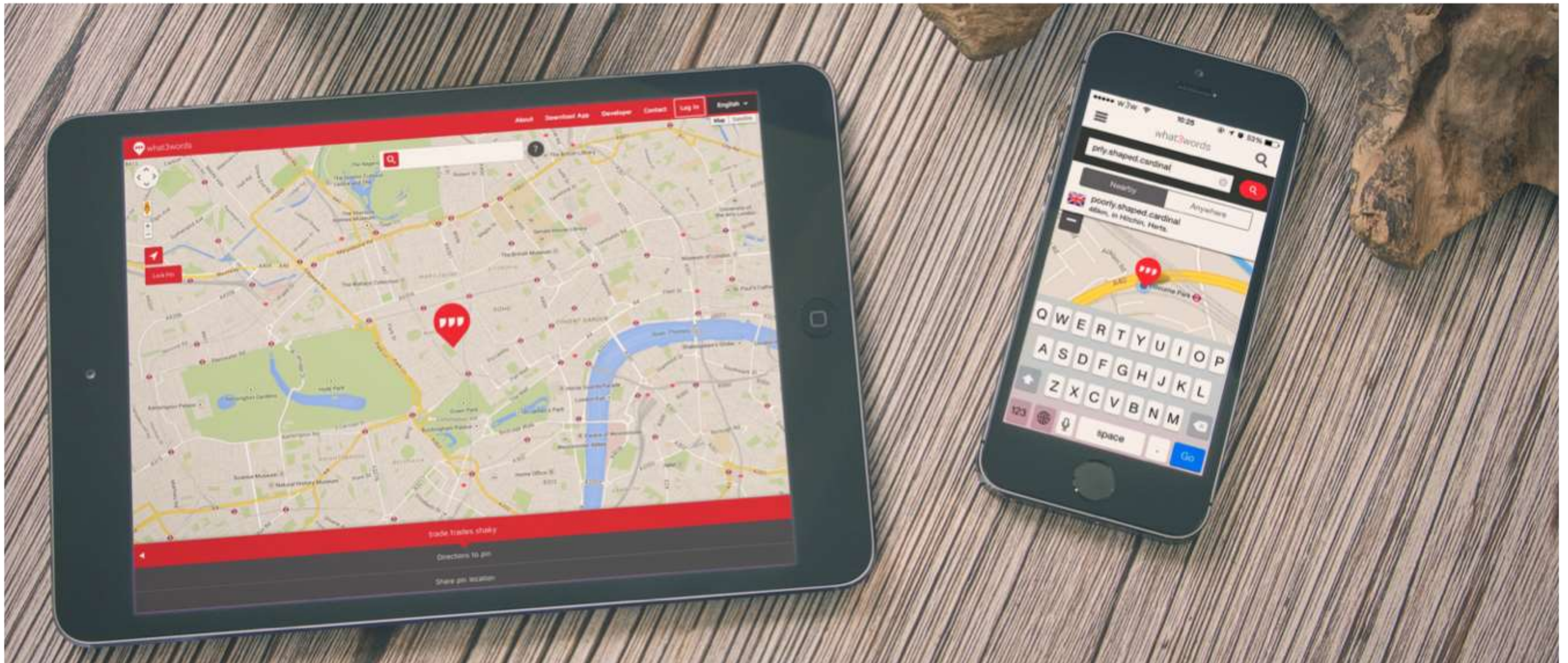
- English
- French
- Spanish
- Portuguese
- Russian
- German
- Swahili
- Turkish
- Swedish
- Italian
- Finnish
- Mongolian
- Arabic
- Polish

Coming soon:

- Norwegian
- Danish
- Greek
- Hindi
- Bengali

and more...





Web API

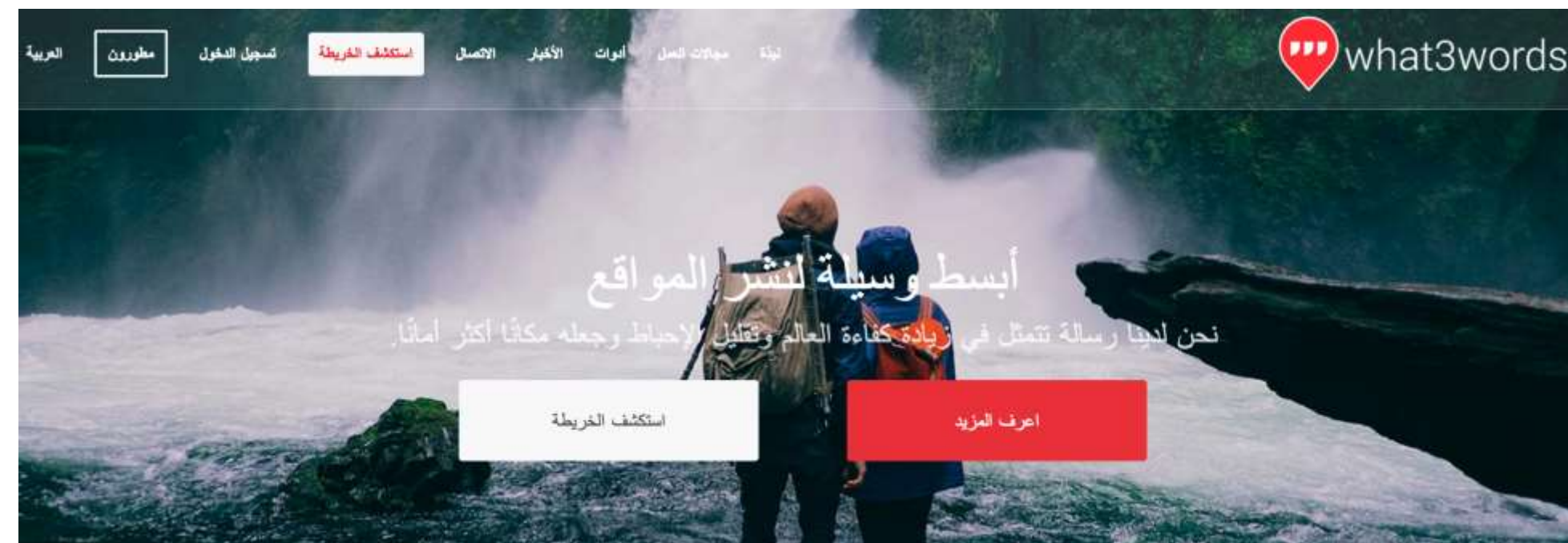
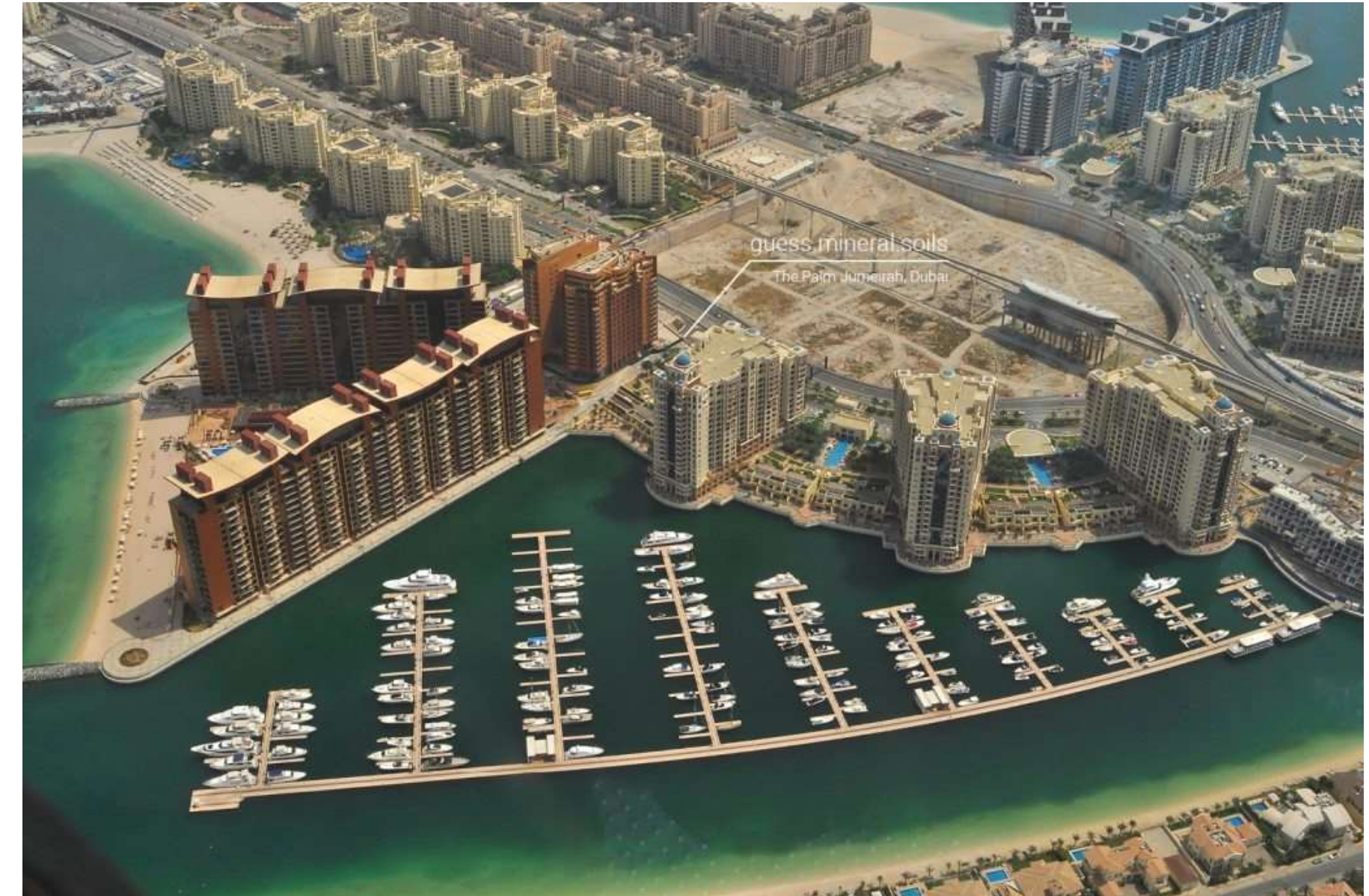


Code Libraries

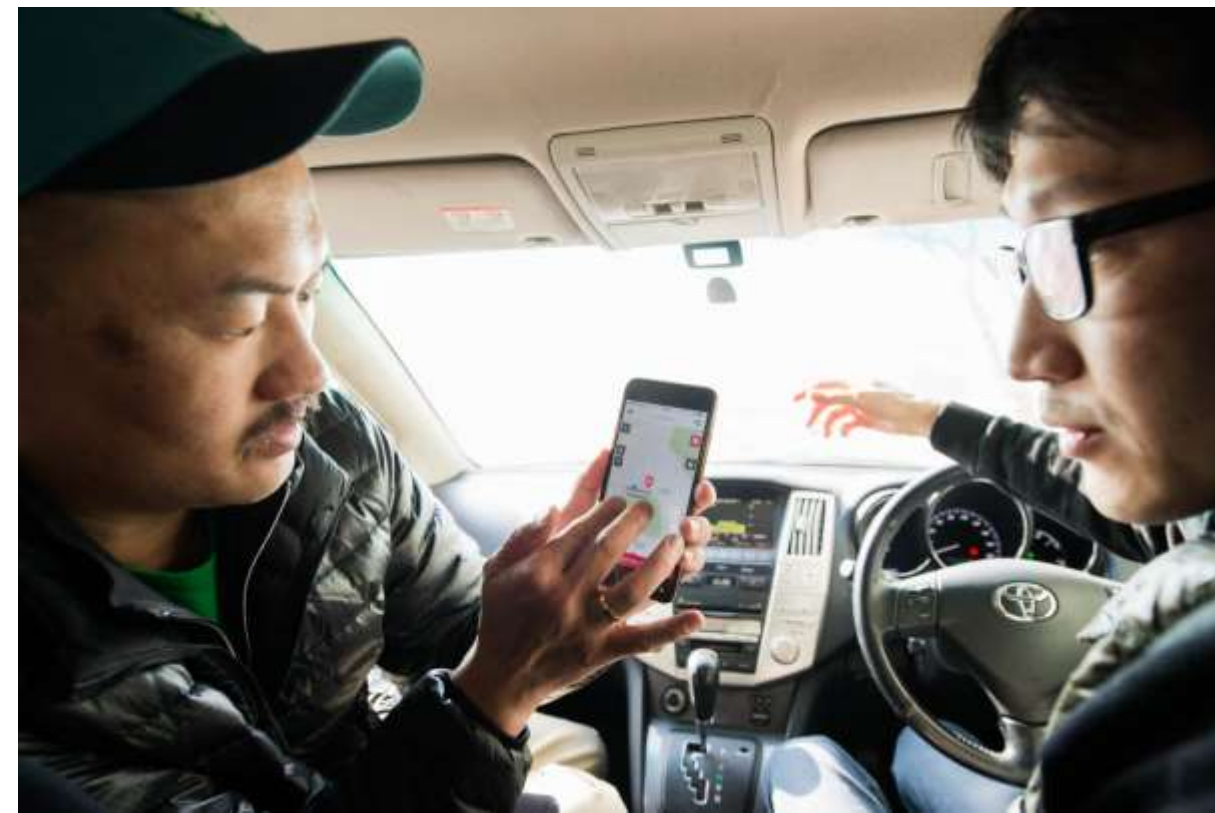


iOS & Android SDK

MAJOR COURIERS IMPLEMENTING



NATIONAL POSTAL AGENCIES ADOPTING



Ivory Coast post office adopts three-word system

9 December 2016 | Africa

Share



Ivory Coast has adopted a new system of postal addresses that will allow the whole country to receive mail deliveries for the first time.

Every location is identifiable by a unique combination of just three words, allocated to 3m-by-3m squares.

Until now, the head of Ivory Coast's post office told the BBC the service had relied on post office boxes.

But not all Ivorians will have phones with internet access needed to access their unique code via an app.

St. Maarten adopts what3words as its postal addressing system

12 JANUARY 2017



TOOLS

PRINT EMAIL

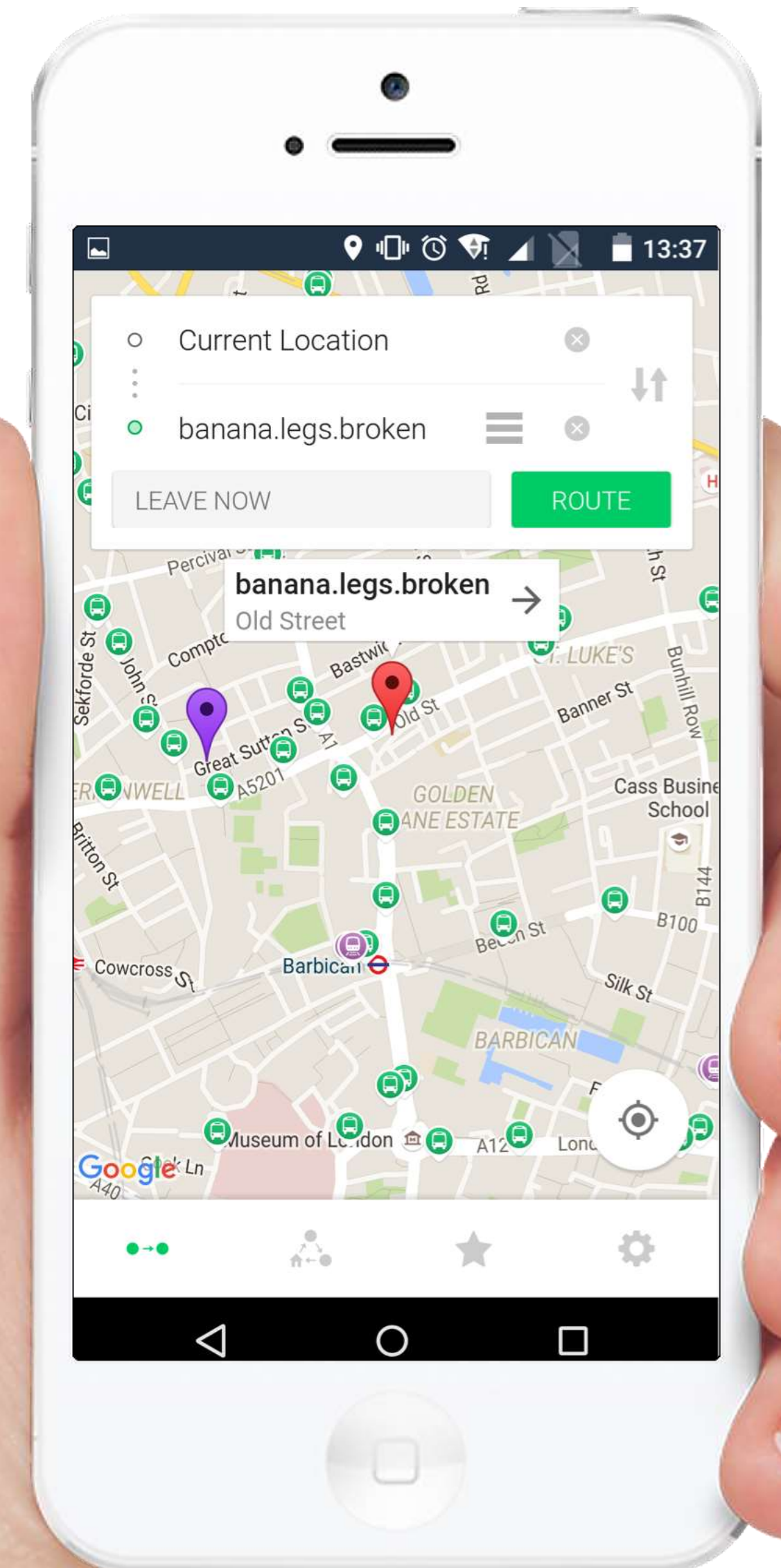
PHILIPSBURG--Postal Services St. Maarten (PSS) has committed to using "what3words," a multi-award winning addressing system, as its addressing standard for the country.

NAVMII



NAVIGATION

TRIPGO



INTEGRATED INTO GIS INFRASTRUCTURE





dames.chill.entangling

Ilagan City, Philippines



USED WITH OFFLINE COMMUNICATION OF LOCATION



“what3words has become an essential tool in helping us quickly identify disaster zones and coordinate rescue teams,” said Richard Juico Gordon, Chairman of the Philippine Red Cross. “For example, it proved critical in our disaster response during the onslaught of Super Typhoon Haima in October 2016.”

ONCE ADDRESSED, PEOPLE CAN BE LOCATED BY ANYONE WITH A
SMARTPHONE, AND:



Tell others where they live

“My place is at reusable.timbers.destiny”

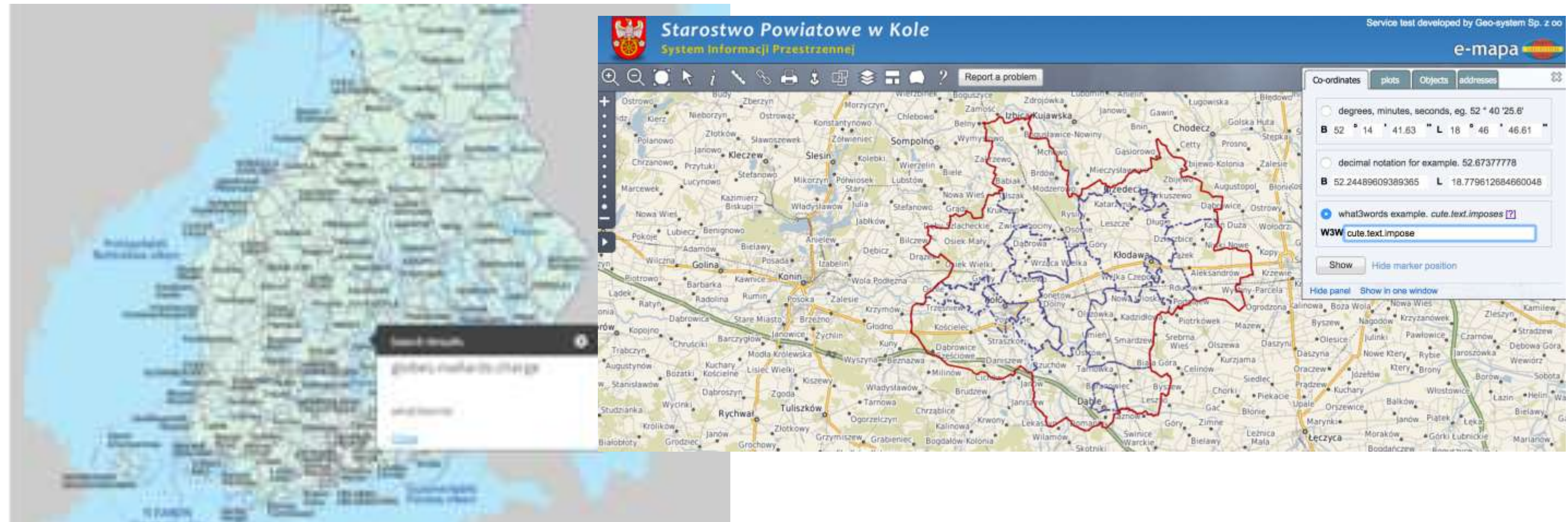
Get help

“I need help at reusable.timbers.destiny”

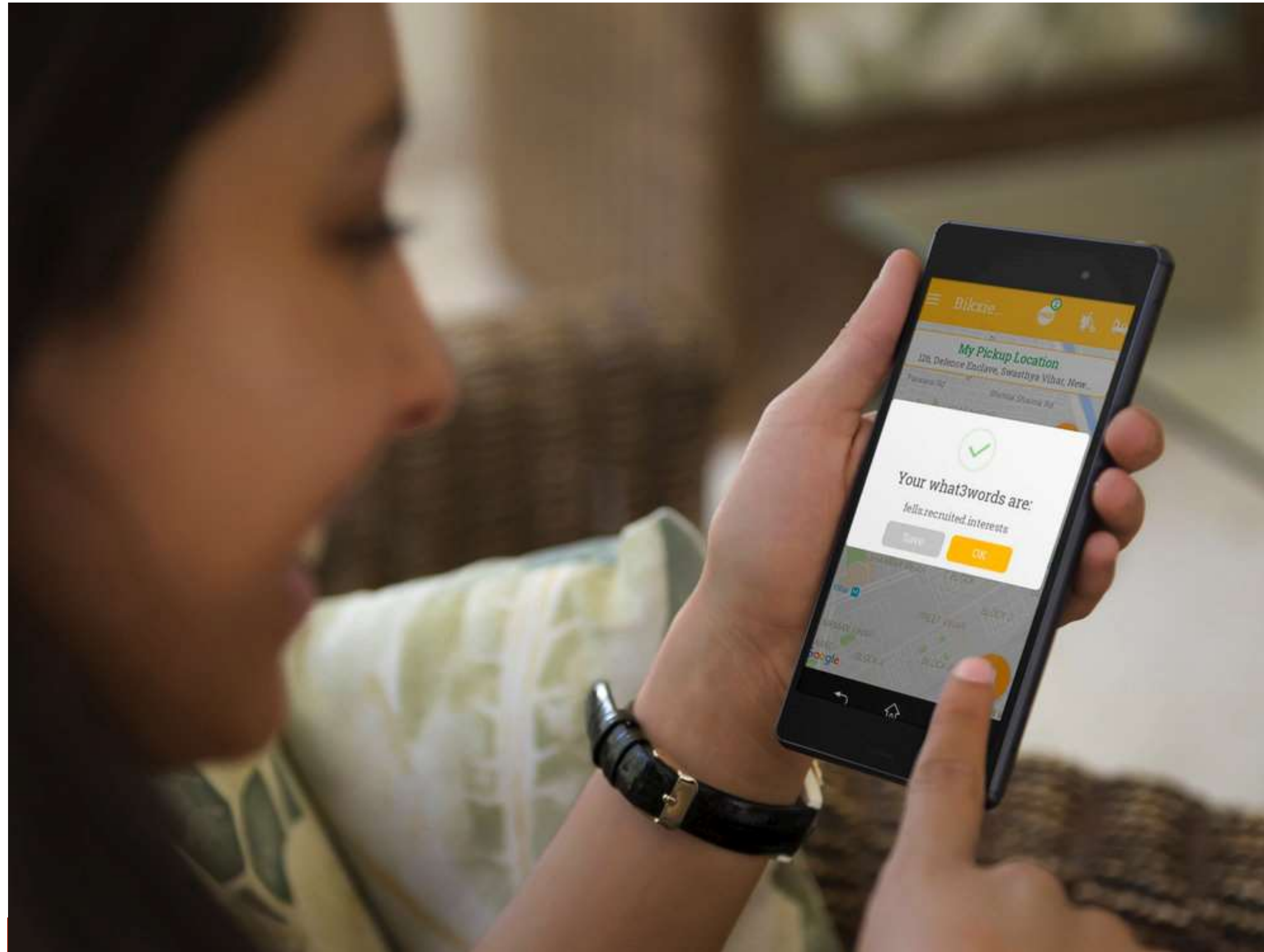
Register for services

Education, microfinance, utilities, health

GEOPORTALS



USED TO SPECIFY DROP OFF & PICK UP POINTS FOR BIKXIE TAXI (INDIA)



Different locations for different needs

- Jalan P5: Main Entrance
- Main Lobby Entrance: Taxis
- Car Park Entrance: Parking
- Loading Dock: Deliveries

/// slimmer.observed.breeze

/// herbs.certified.archways

/// flatbed.mustards.speech

/// stand.kindest.airships



THANK YOU

Maurits.vandervlugt@mercuryps.com.au
@mvandervlugt

