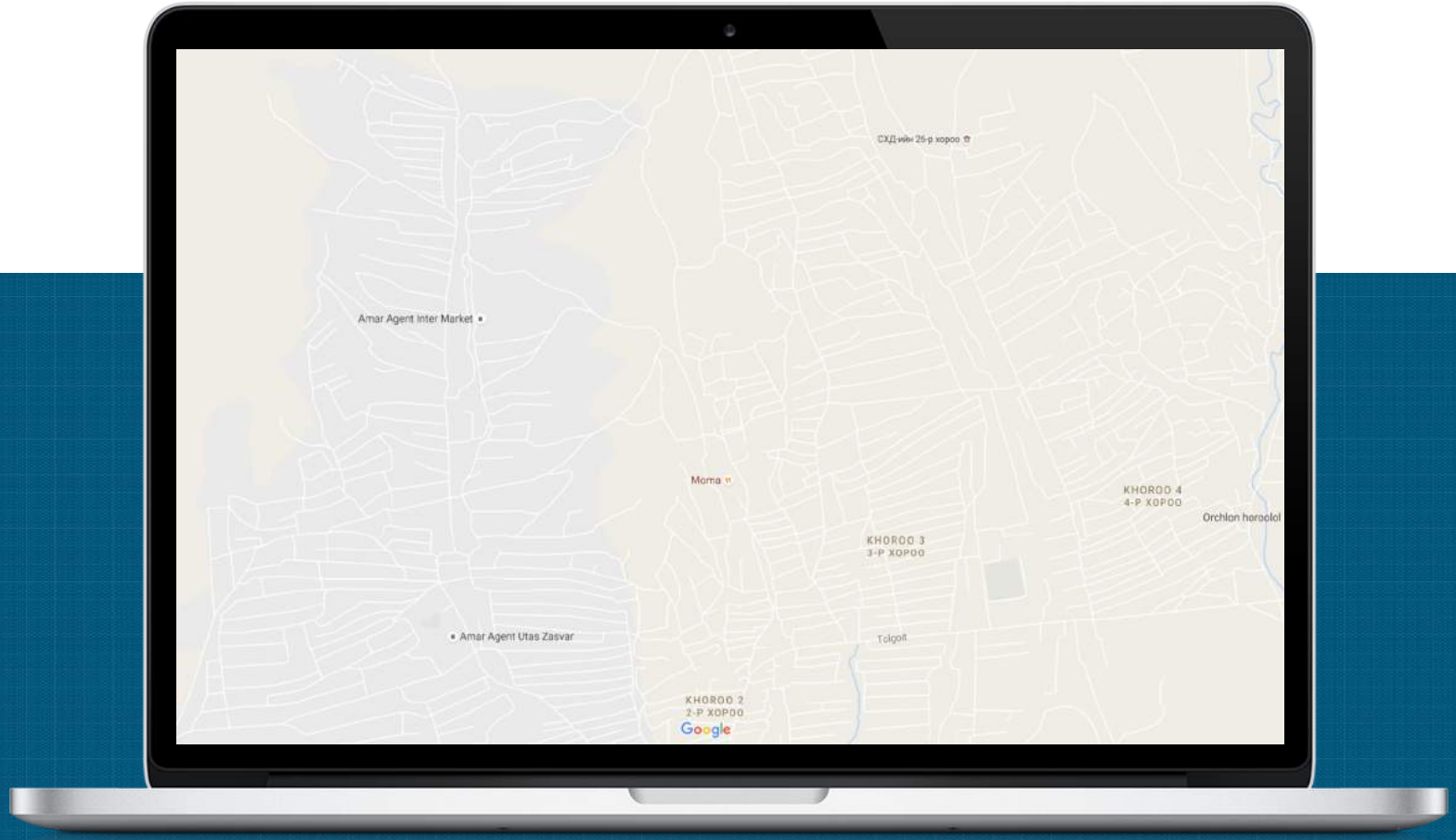
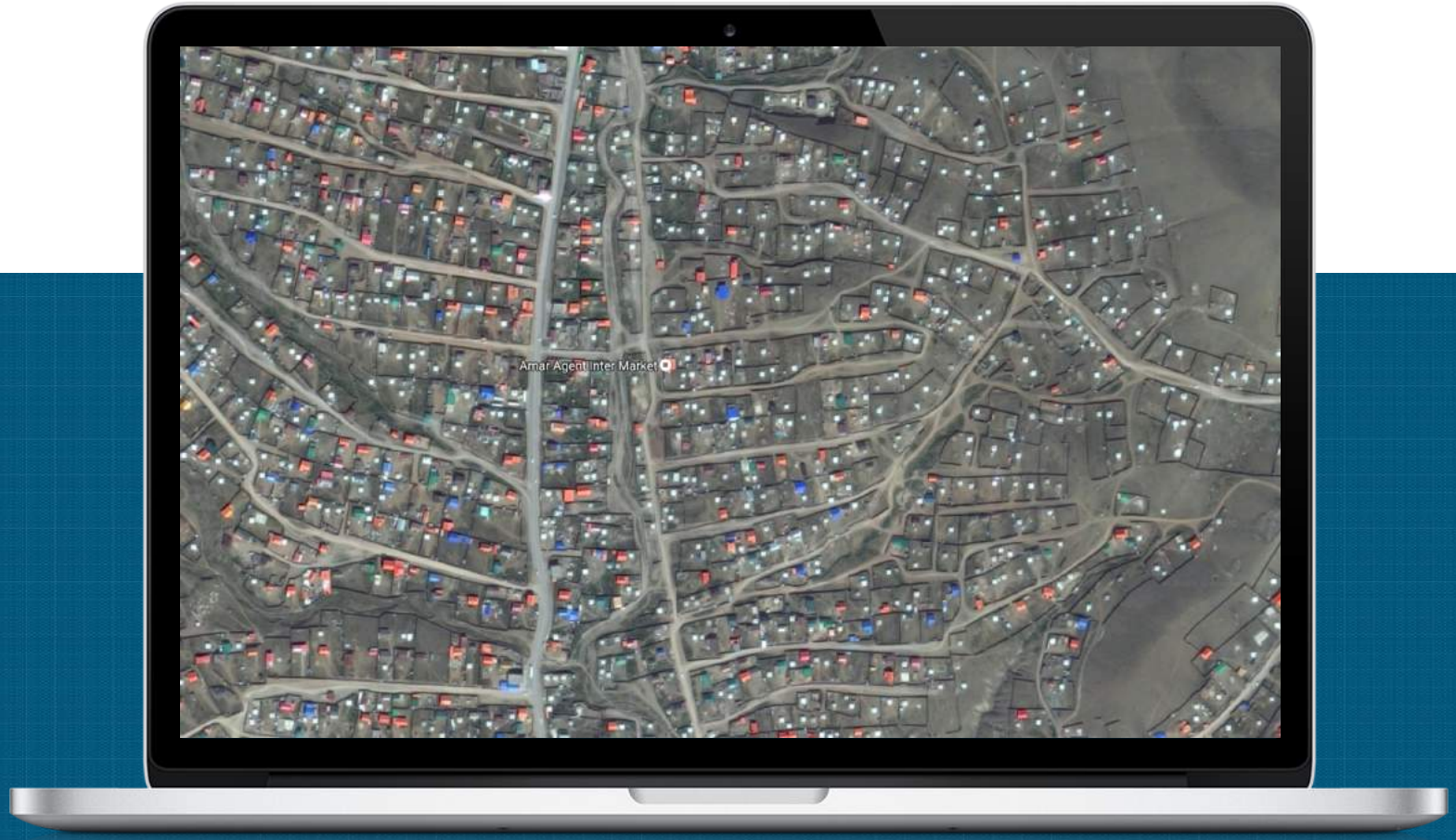
WHAT3WORDS
14
16
No Junk Mail
18
20
28
26

The world is poorly addressed.

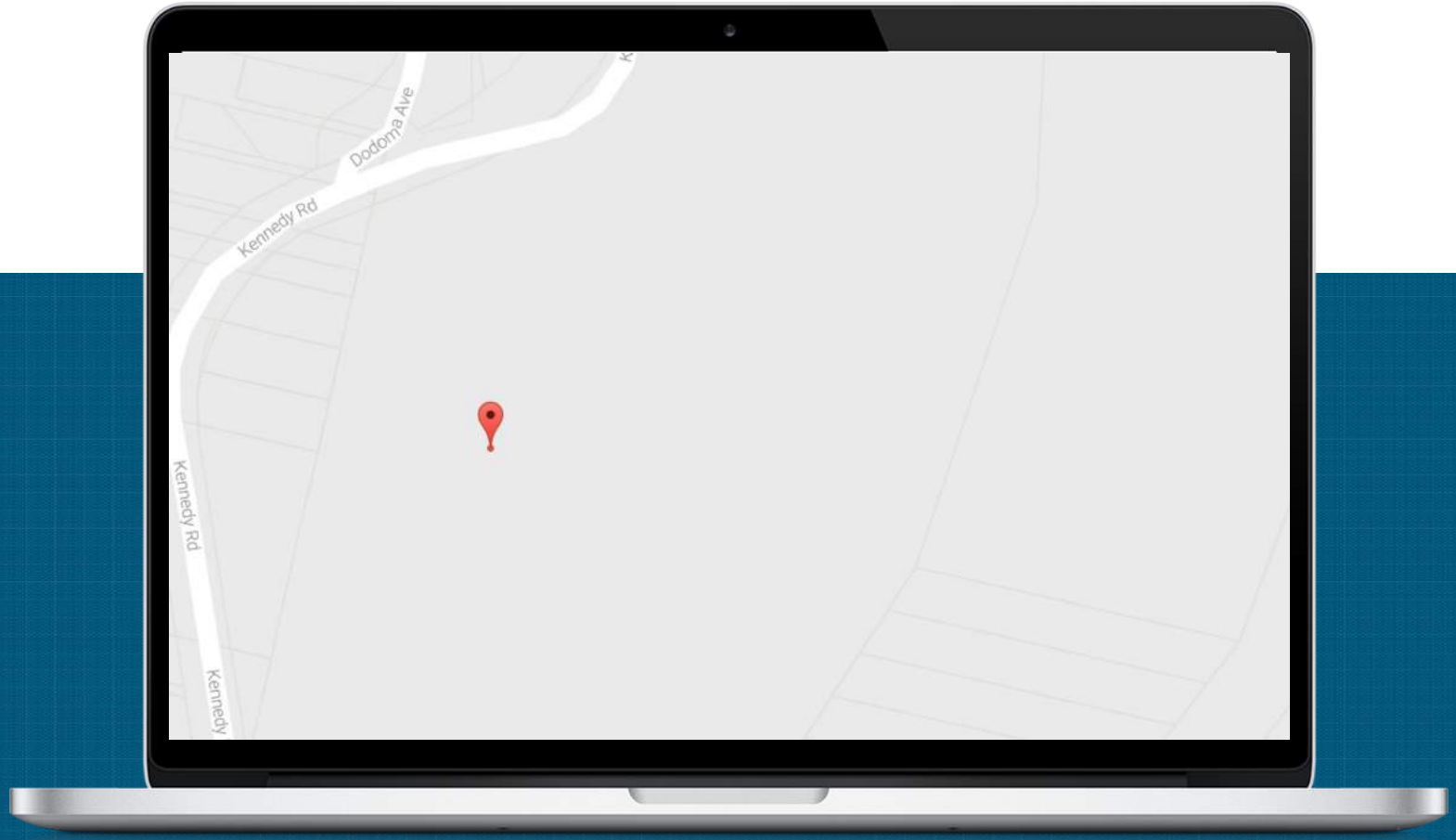
75% of the world has inadequate or no addressing systems.


СХД-ийн 25-р хороо
Amar Agent Inter Market
Mama
KHOROO 4
4-P XOPOO
Orchlon heregolol
KHOROO 3
3-P XOPOO
Amar Agent Utas Zasvar
Tolgoit
KHOROO 2
2-P XOPOO
Google

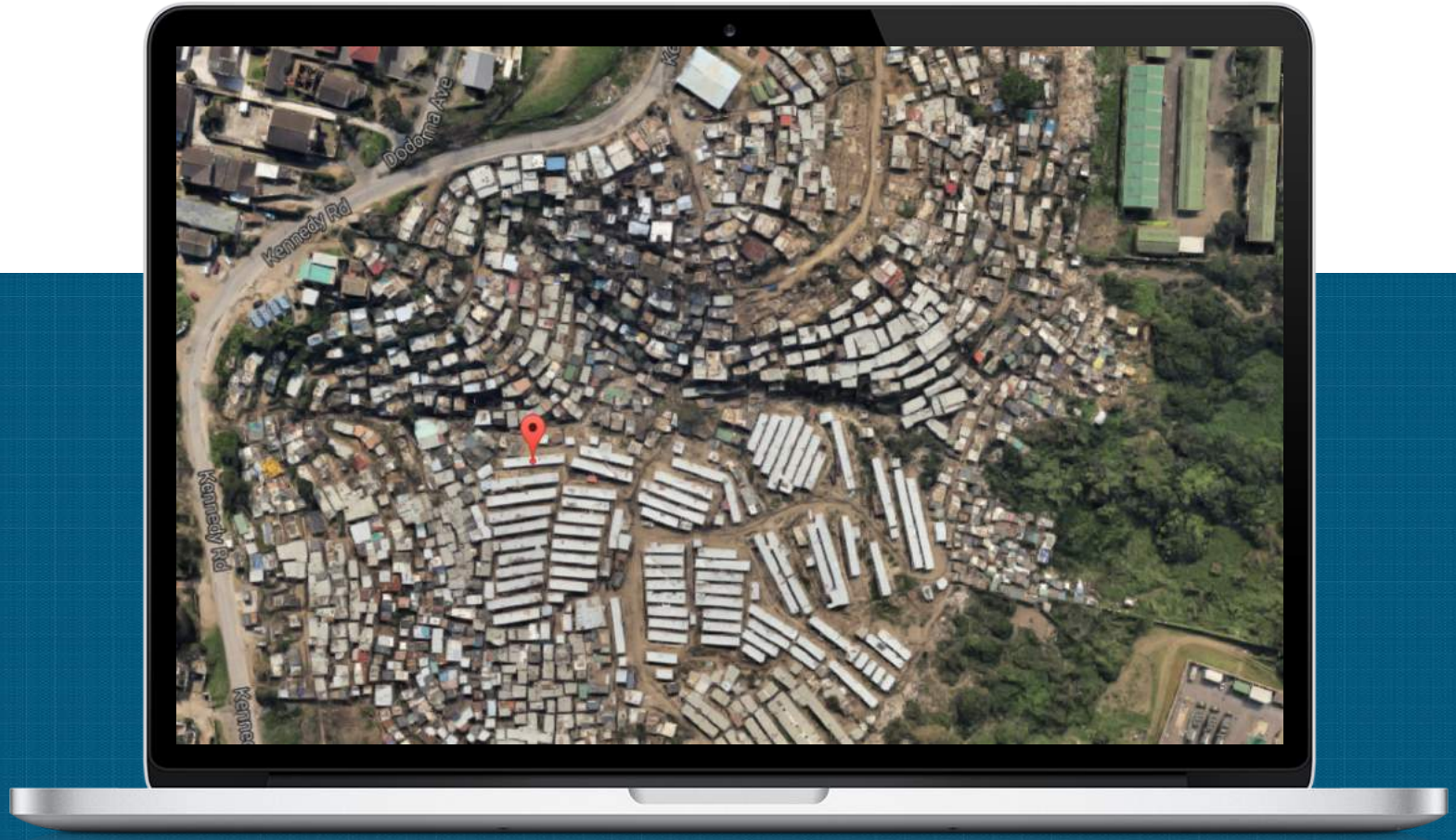
WHAT3WORDS



WHAT3WORDS



WHAT3WORDS

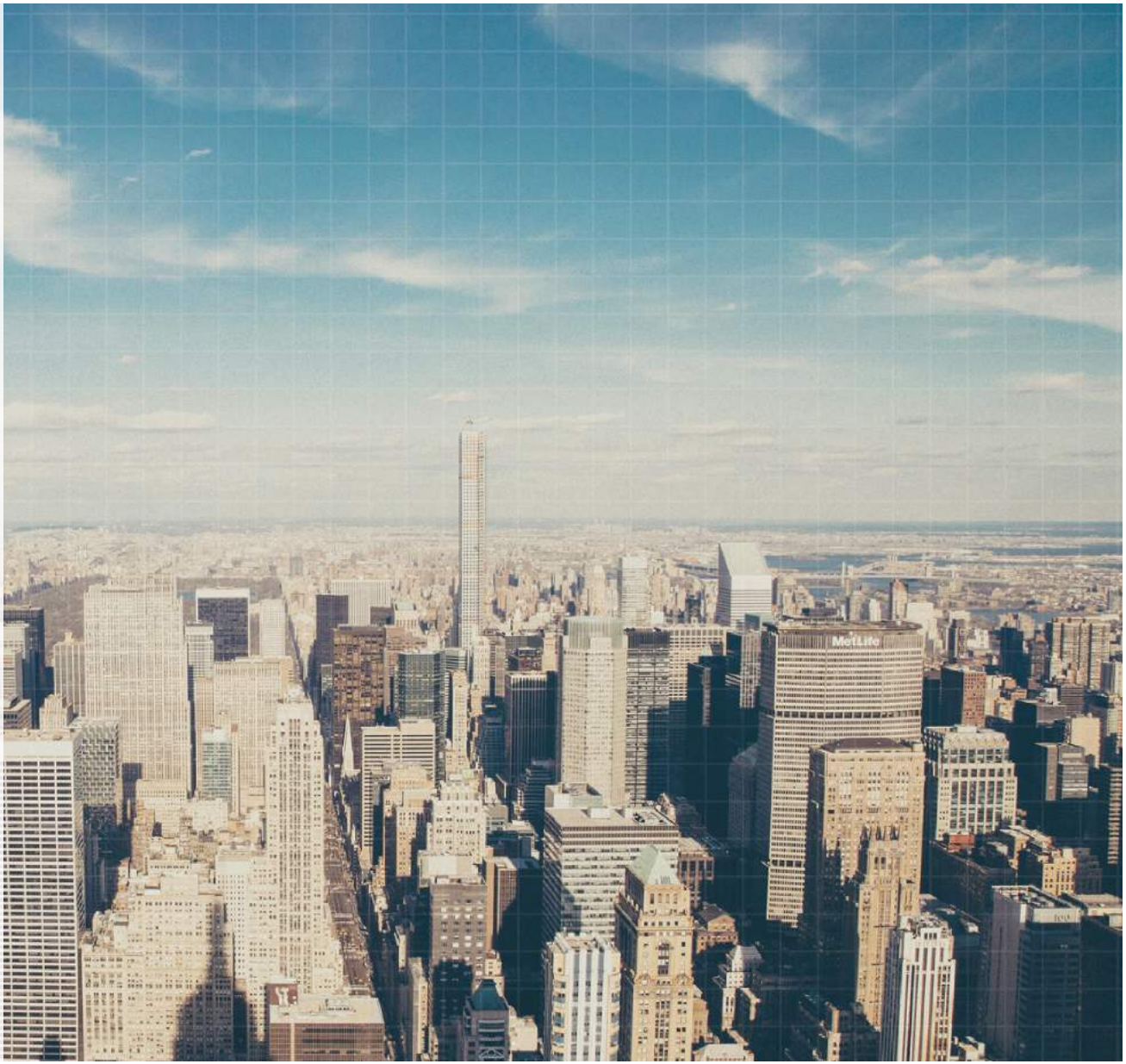


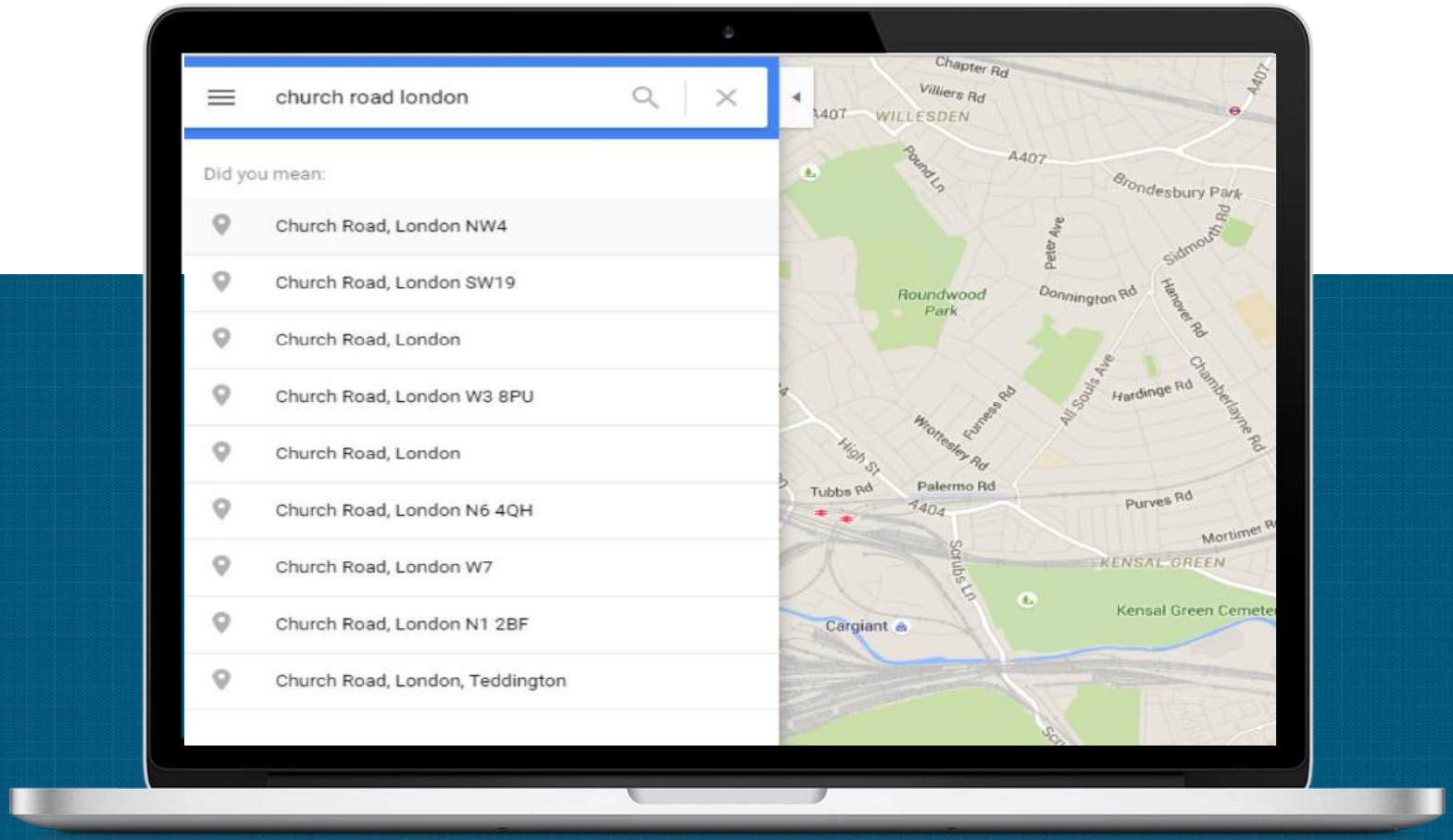
WHAT3WORDS

‘…Only about 50 or 60 [countries] have postal code or address databases which are kept reasonably current…’

“Addressing the world: an address for everyone”
UNIVERSAL POSTAL UNION

In the other 25%, poor addressing is costly & frustrating.




church road london
Did you mean:
Church Road, London NW4
Church Road, London SW19
Church Road, London
Church Road, London W3 8PU
Church Road, London
Church Road, London N6 4QH
Church Road, London W7
Church Road, London N1 2BF
Church Road, London, Teddington
Chapter Rd
Villiers Rd
WILLESDEN
A407
Pound Ln
Brondesbury Park
Peter Ave
Sidmouth Rd
Roundwood Park
Donnington Rd
Hanover Rd
All Souls Ave
Hardinge Rd
Chamberlayne Rd
Furness Rd
Wrottesley Rd
High St
Tubbs Rd
Palermo Rd
A404
Purves Rd
KENSAL GREEN
Scrubs Ln
Cargiant

WHAT3WORDS

11% of US homes
don’t have accurate location data.

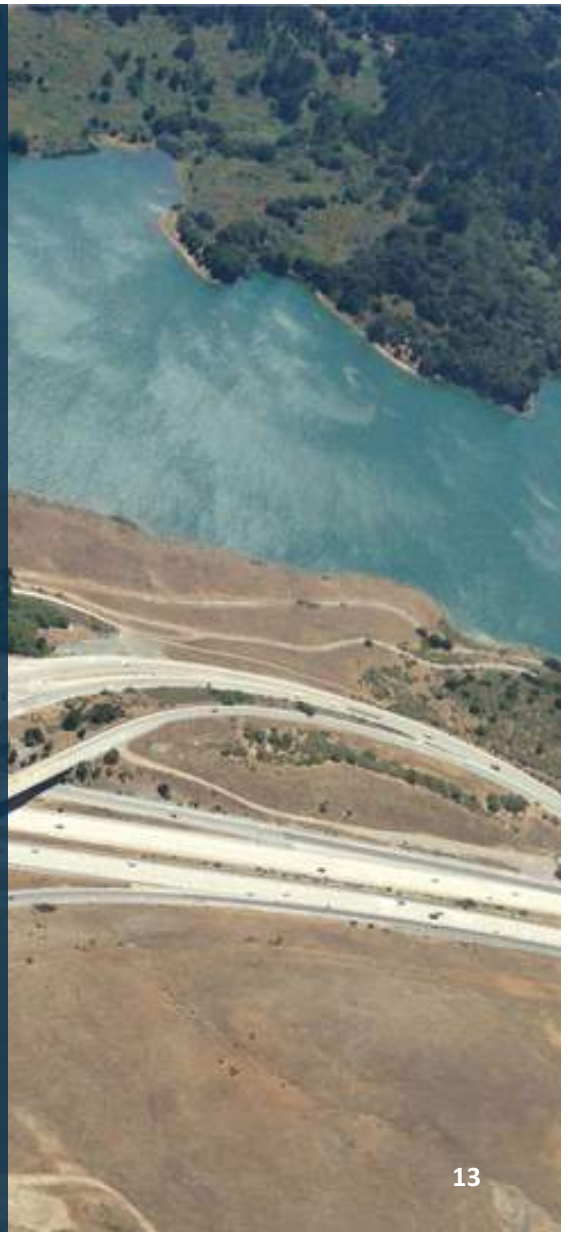
0.5% of UK **deliveries fail** =
£831 million loss.

Massive Economic Impacts.

For the US alone, an additional **annual cost of $160 million** for deliveries that depend on personal knowledge.

“(…) in the UK, research has suggested that a 1% improvement in the government’s own address data would bring a **EUR 25bn reduction in costs.”**

James Cartledge
POST & PARCEL



"A reduction of one mile per driver per day translates to savings of up to **$50 million a year**."

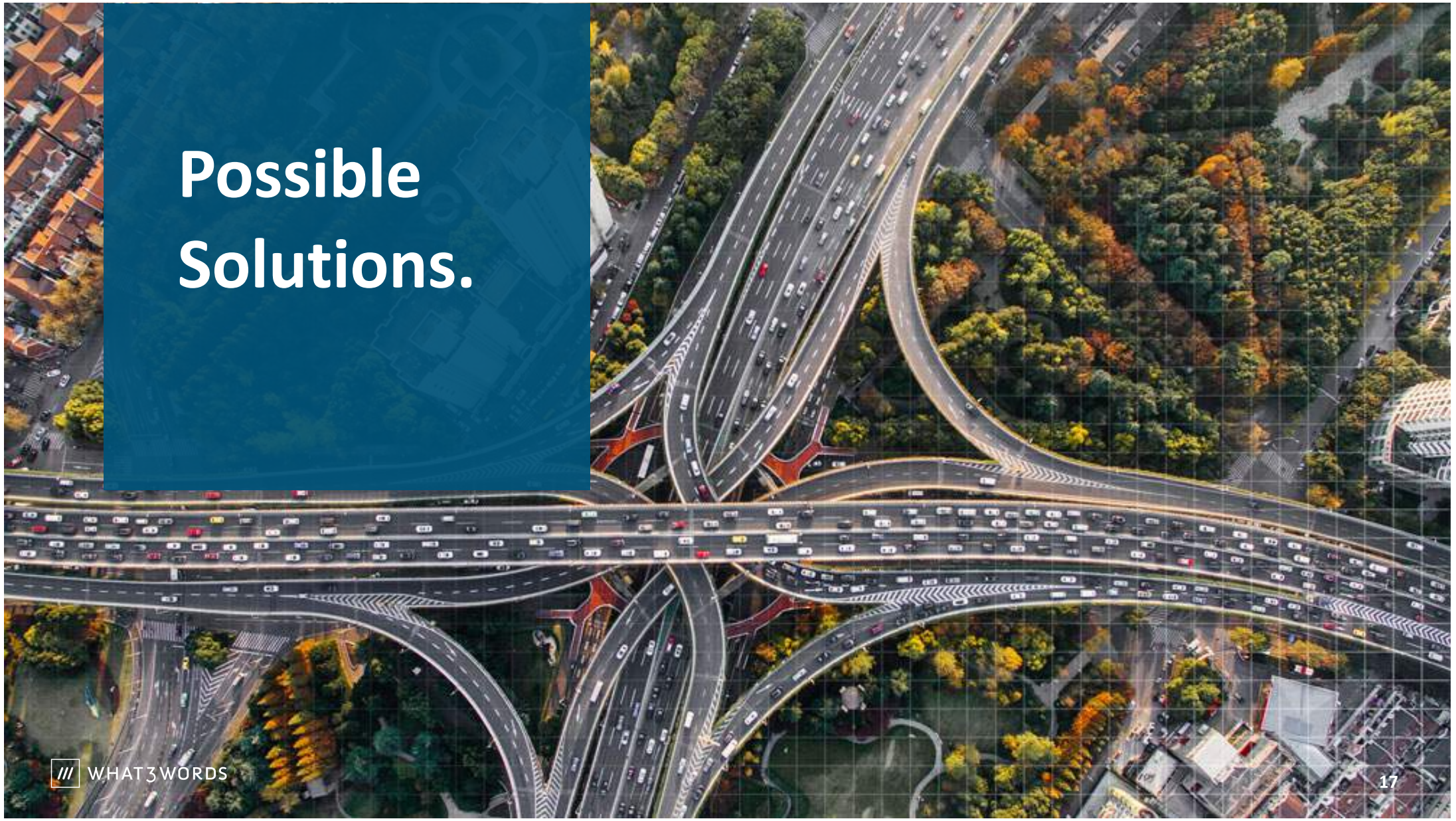
Jack Levis

Director of process management at UPS

For couriers, the ’last mile’ is often the least efficient link in the supply chain, comprising up to 50% of the total cost of the delivery.
McKinsey

Flexible addresses are critical for on-demand deliveries.

Possible Solutions.

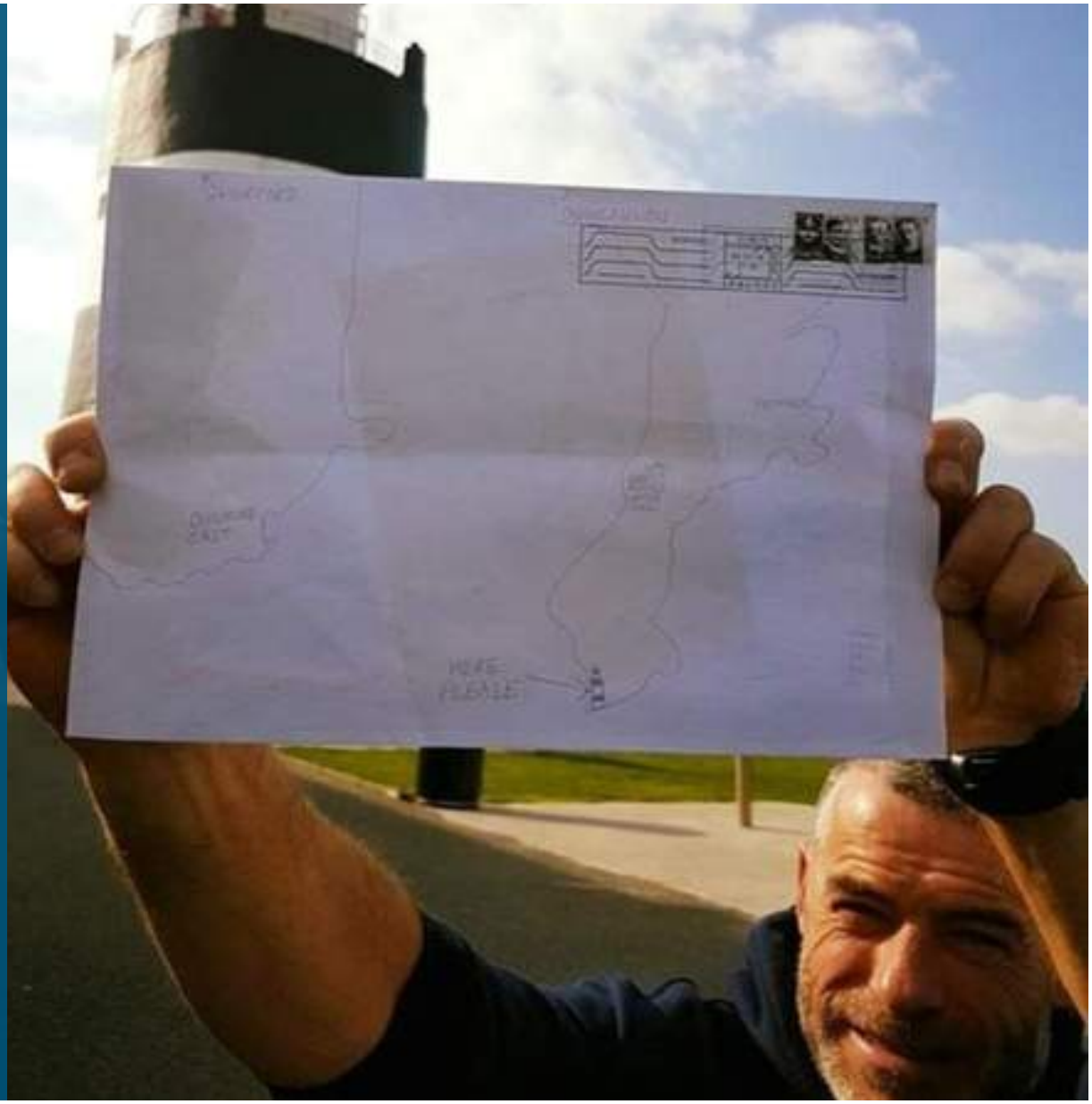


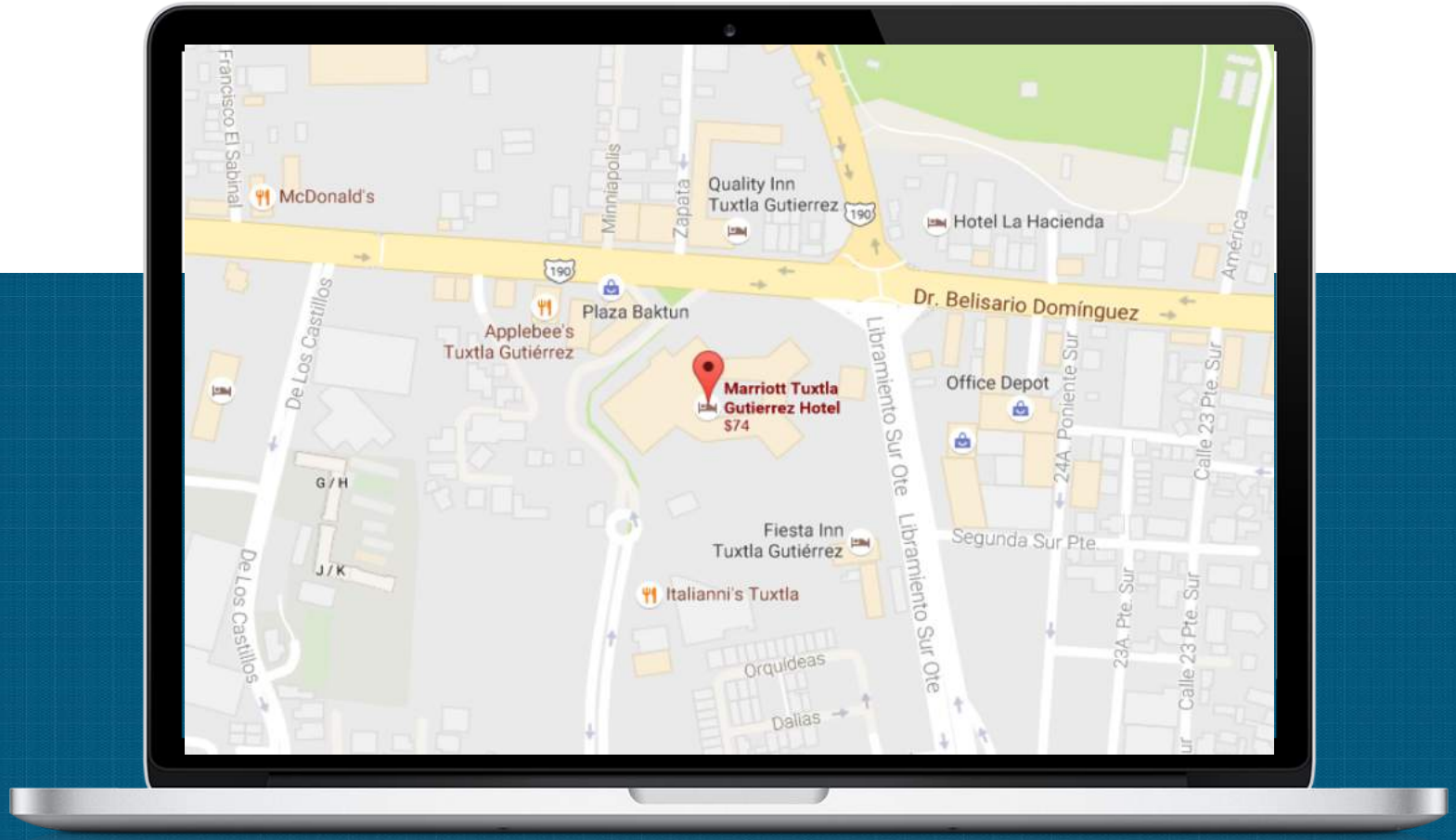
Street addressing is expensive and time-consuming.

Landmark based addressing is not scalable.

"From Tibas cemetery, 200m south, 300m west, cross the train tracks, white two-story house."

Costa Rica



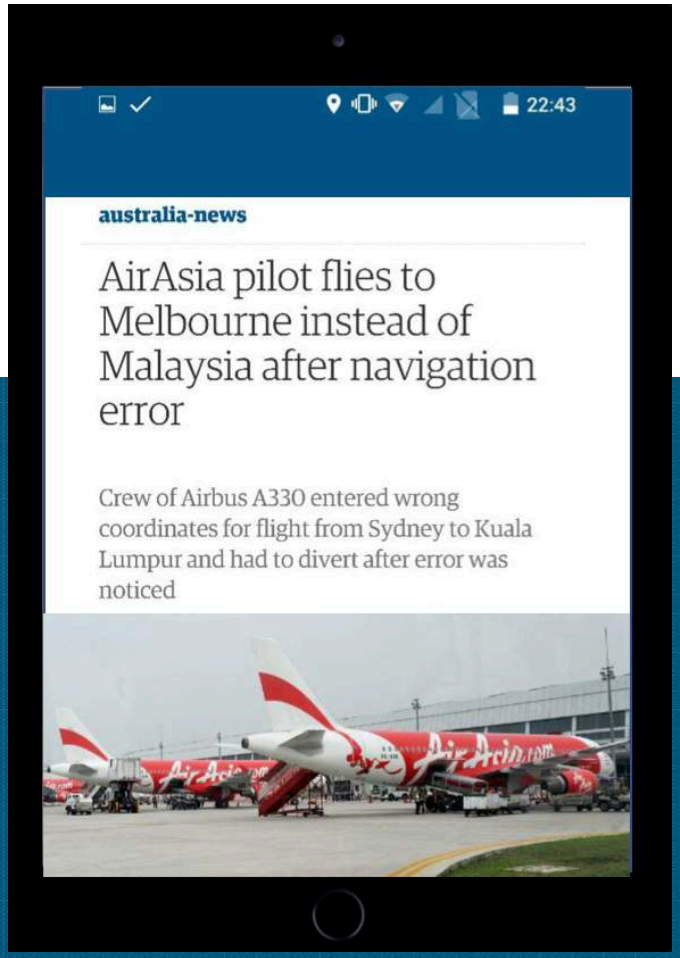

Francisco El Sabinal
McDonald's
Minniapolis
Zapata
Quality Inn
Tuxtla Gutierrez
190
Hotel La Hacienda
América
190
Plaza Baktun
Dr. Belisario Domínguez
Applebee's
Tuxtla Gutiérrez
De Los Castillos
Marriott Tuxtla
Gutierrez Hotel
$74
Libramiento Sur Ote
Office Depot
24A Poniente Sur
Calle 23 Pte. Sur
G / H
Fiesta Inn
Tuxtla Gutiérrez
Segunda Sur Pte.
J / K
Italianni's Tuxtla
De Los Castillos
Libramiento Sur Ote
23A Pte. Sur
Calle 23 Pte. Sur
Orquídeas
Dalias

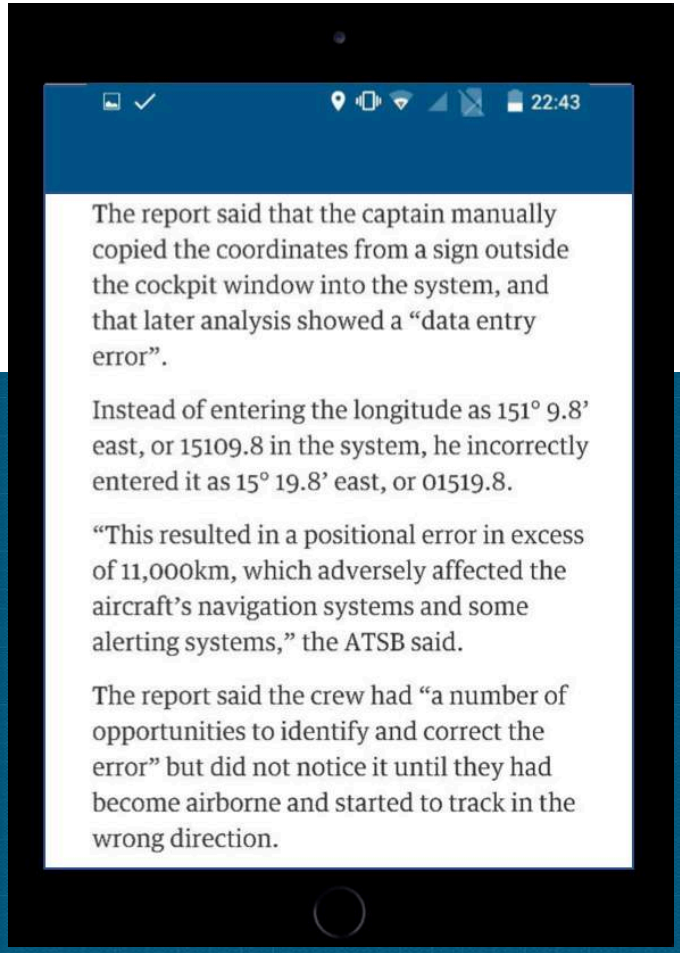
WHAT3WORDS

GPS Coordinates
are **not human-friendly.**

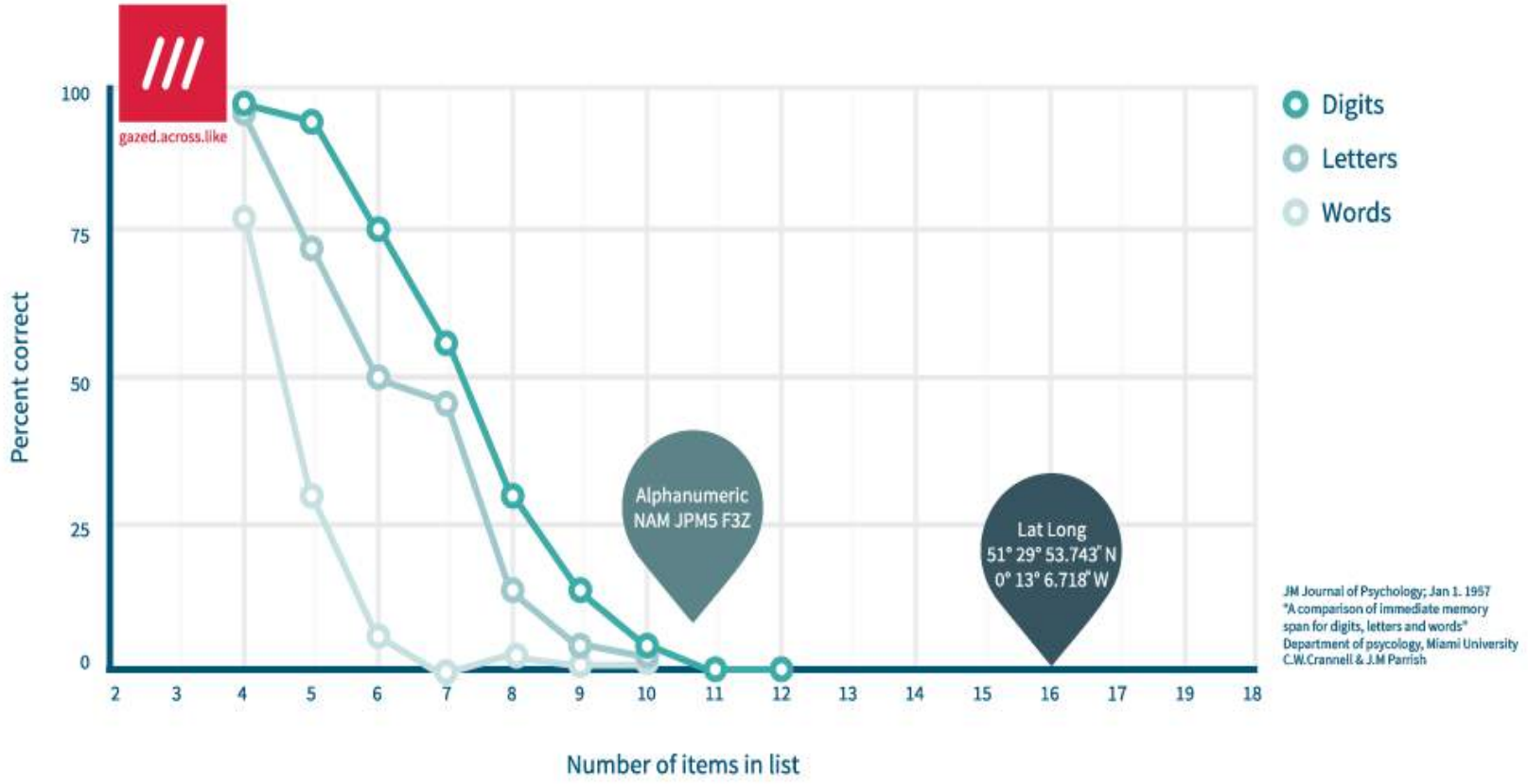
25° 9’ 40.918” S 18° 59’ 2.824” E

WHAT3WORDS


22:43
australia-news
AirAsia pilot flies to Melbourne instead of Malaysia after navigation error
Crew of Airbus A330 entered wrong coordinates for flight from Sydney to Kuala Lumpur and had to divert after error was noticed


22:43
The report said that the captain manually copied the coordinates from a sign outside the cockpit window into the system, and that later analysis showed a "data entry error".
Instead of entering the longitude as 151° 9.8' east, or 15109.8 in the system, he incorrectly entered it as 15° 19.8' east, or 01519.8.
"This resulted in a positional error in excess of 11,000km, which adversely affected the aircraft's navigation systems and some alerting systems," the ATSB said.
The report said the crew had "a number of opportunities to identify and correct the error" but did not notice it until they had become airborne and started to track in the wrong direction.

Words beat numbers for communication.



WHAT3WORDS

what3words
is a new global address system

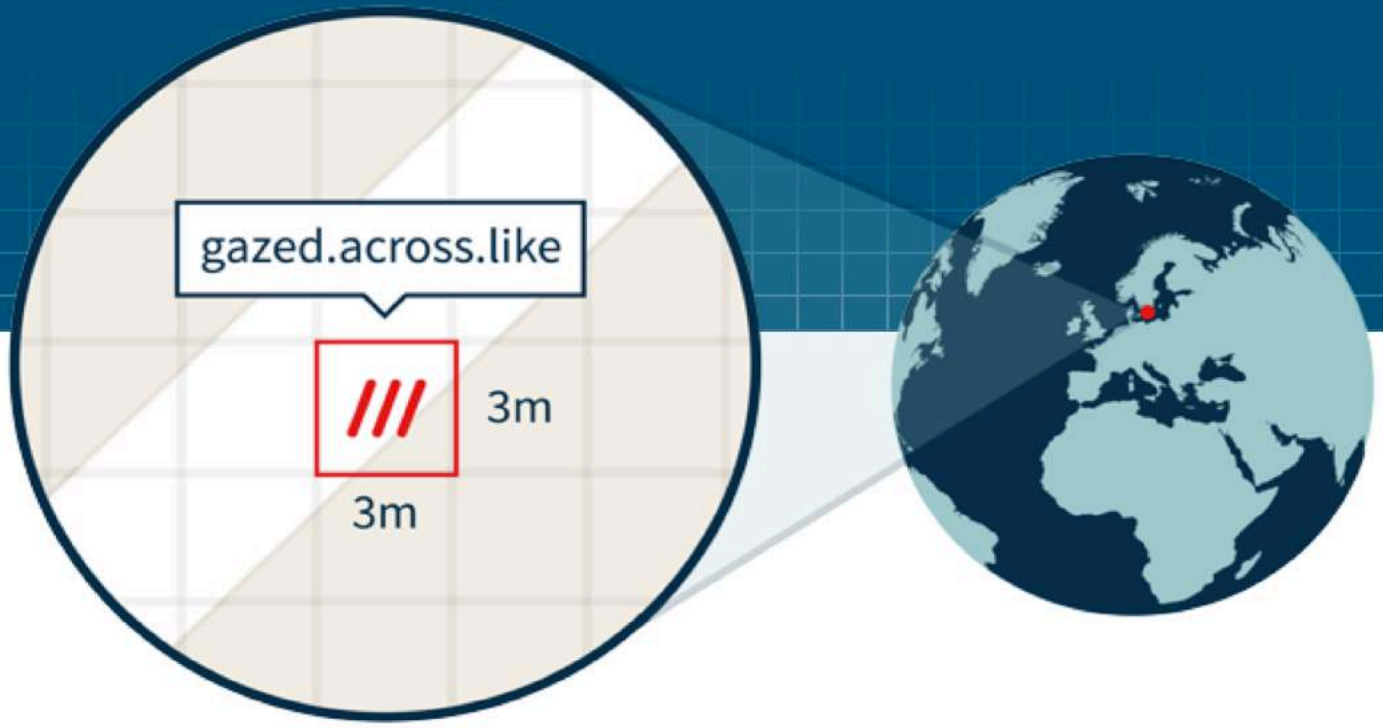


table.chair.lamps
table.chair.lamp

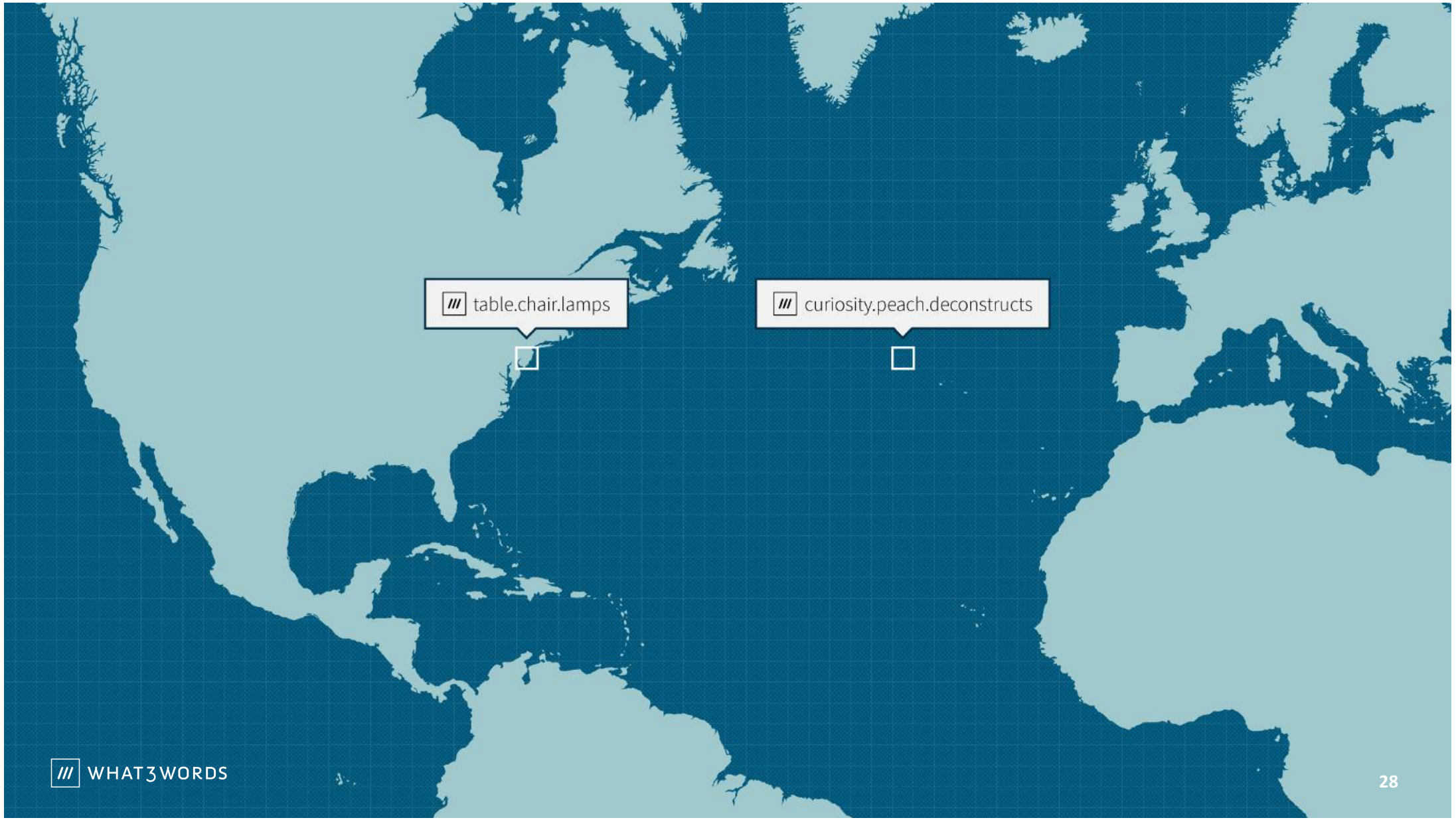


table.chair.lamps
curiosity.peach.deconstructs
WHAT3WORDS

Current
3 word languages

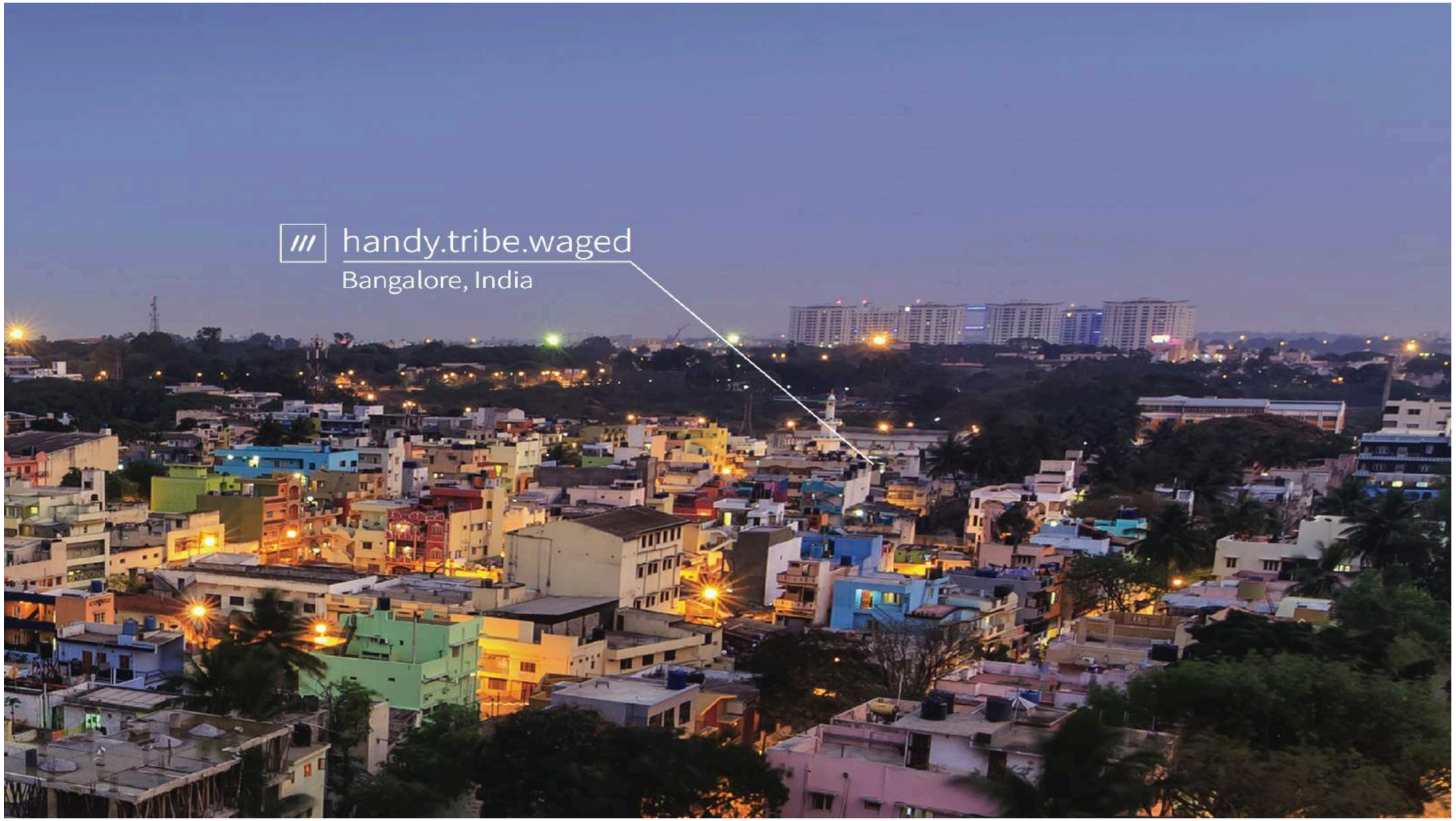
English	Turkish
French	Swedish
Spanish	Italian
Portuguese	Arabic
Russian	Finnish
German	Polish
Swahili	Mongolian

Coming soon

Hindi	Thai
Bengali	Greek
Tamil	Norwegian
Korean	And more...

WHAT3WORDS

cloves.beacons.dares

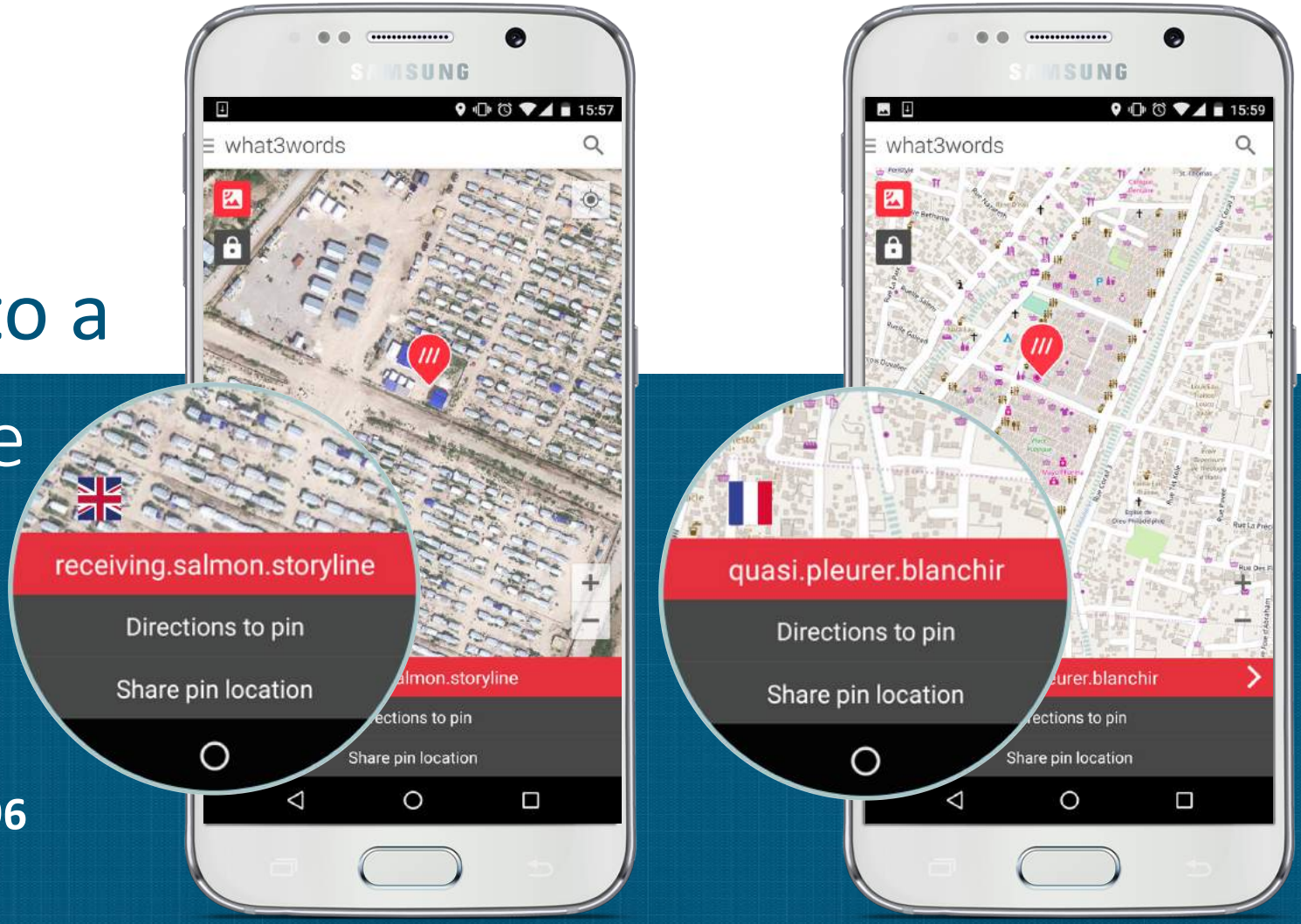

handy.tribe.waged
Bangalore, India

plans.backers.toned
KwaNdengezi, South Africa

3 word addresses ensure **home delivery** is possible for everyone.
WHAT3WORDS

3 word addresses help **logistics** companies be more **efficient**.

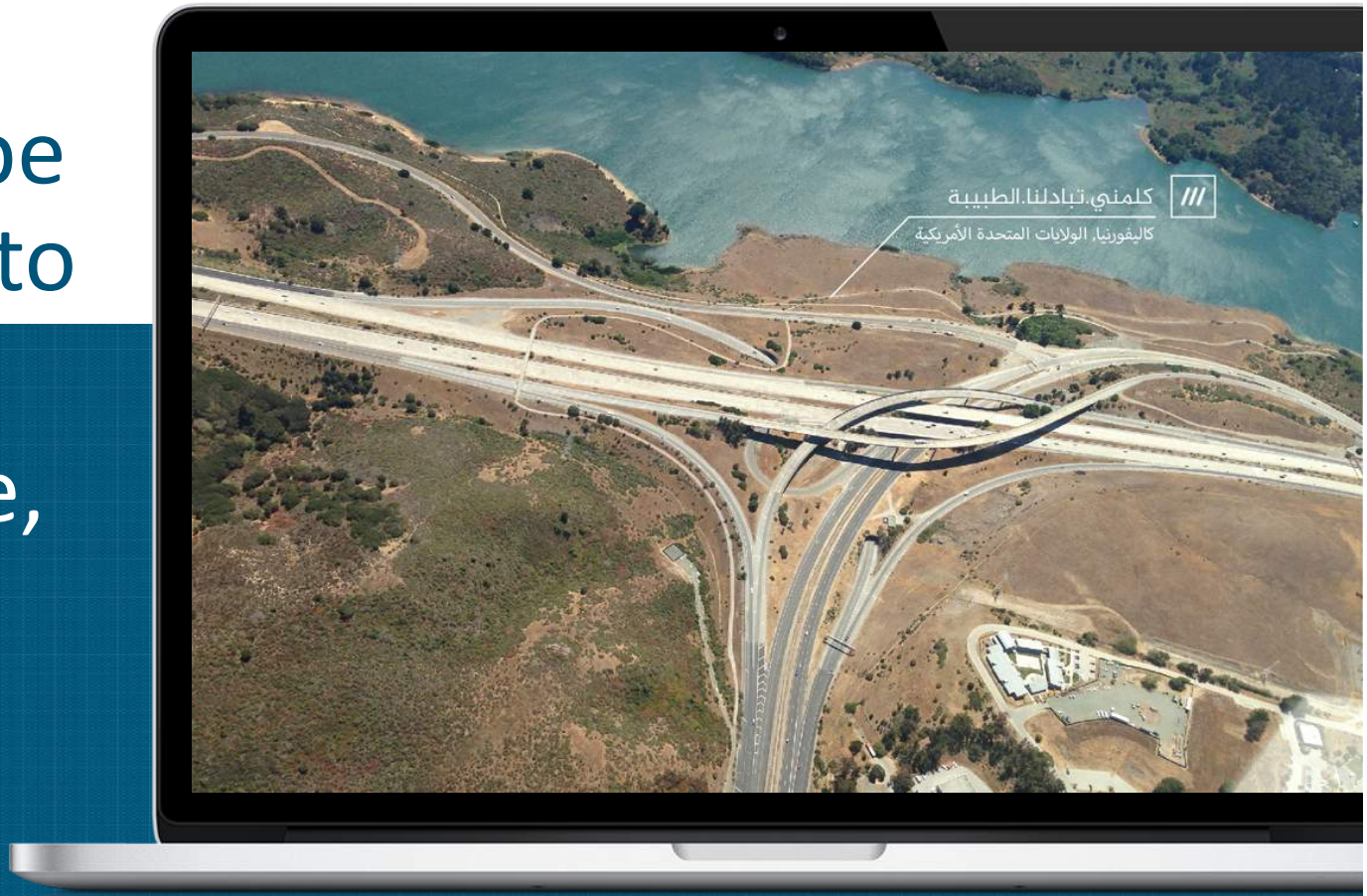
what3words **converts** the 3 word address to a GPS coordinate or a pin on a map.



GPS: 18.656061, -72.251096

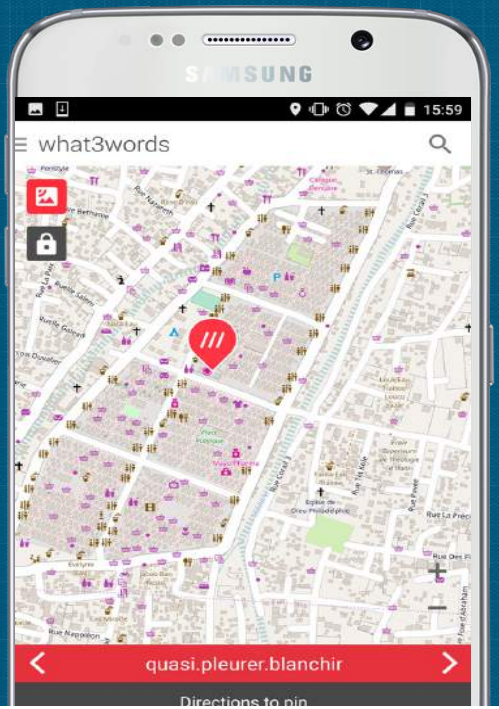
WHAT3WORDS

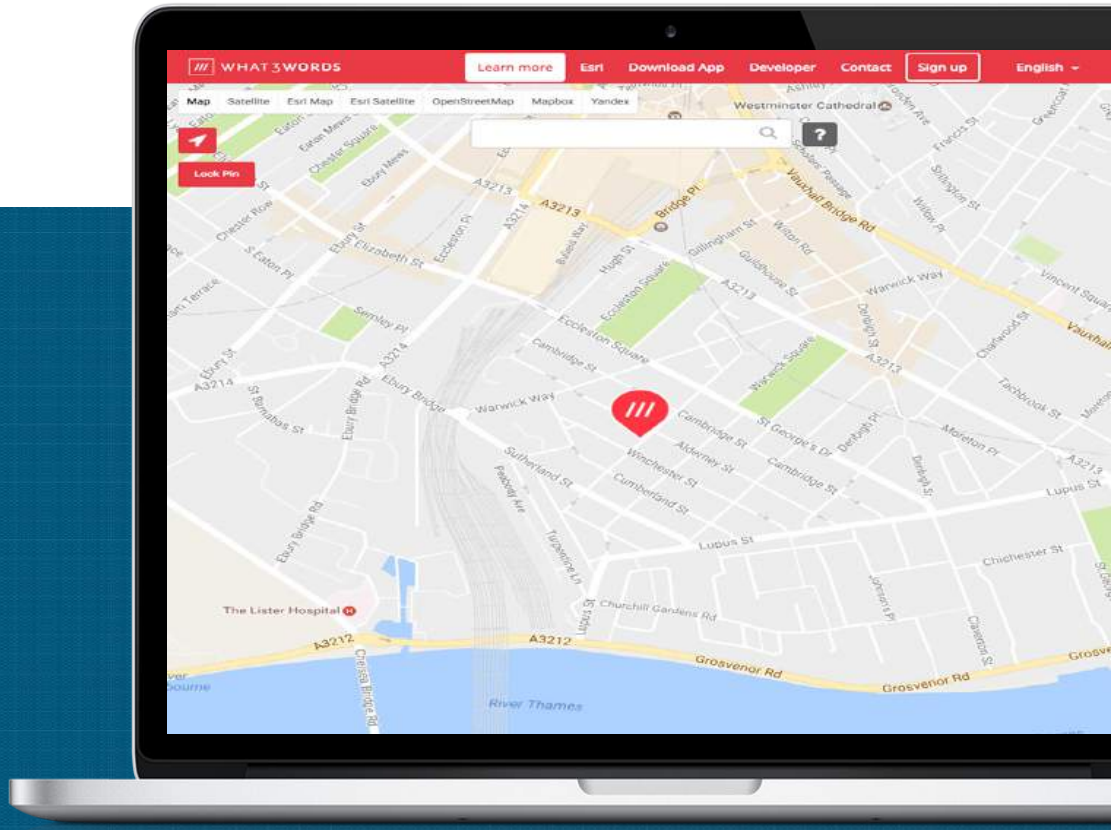
This address can be **simply entered** into apps and maps. Just like a zip code, street address or GPS coordinates.



///WHAT3WORDS

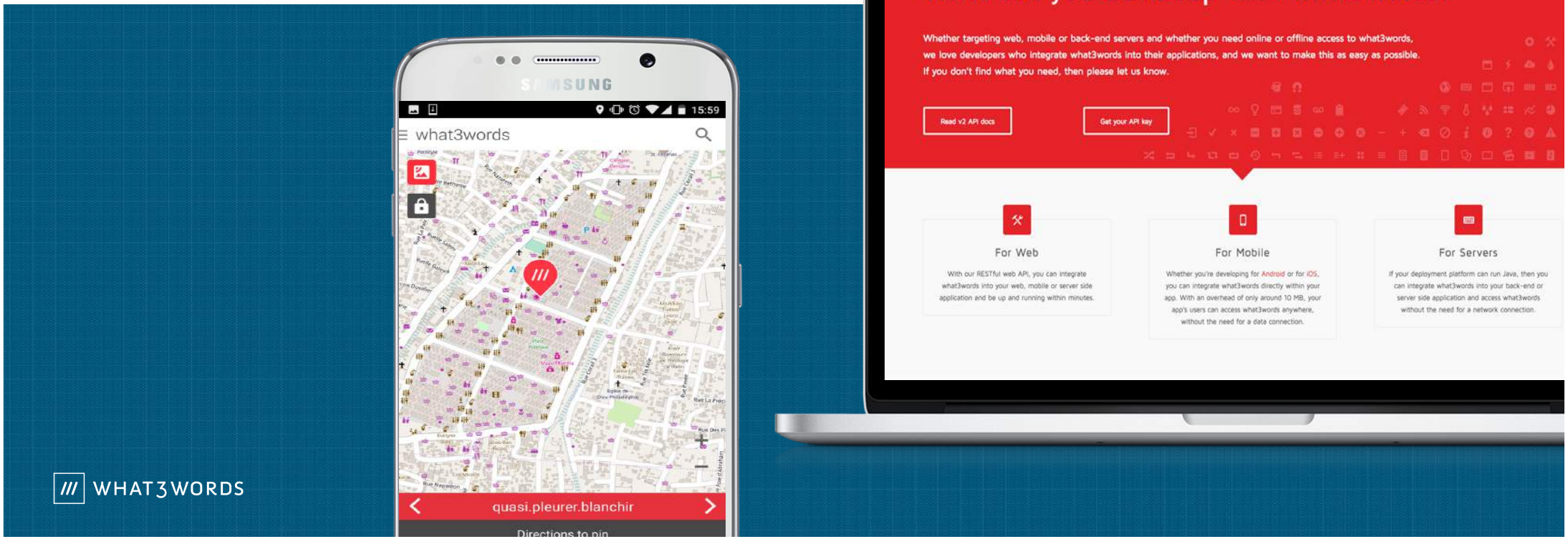
Our apps are **free and work offline** anywhere in the world.



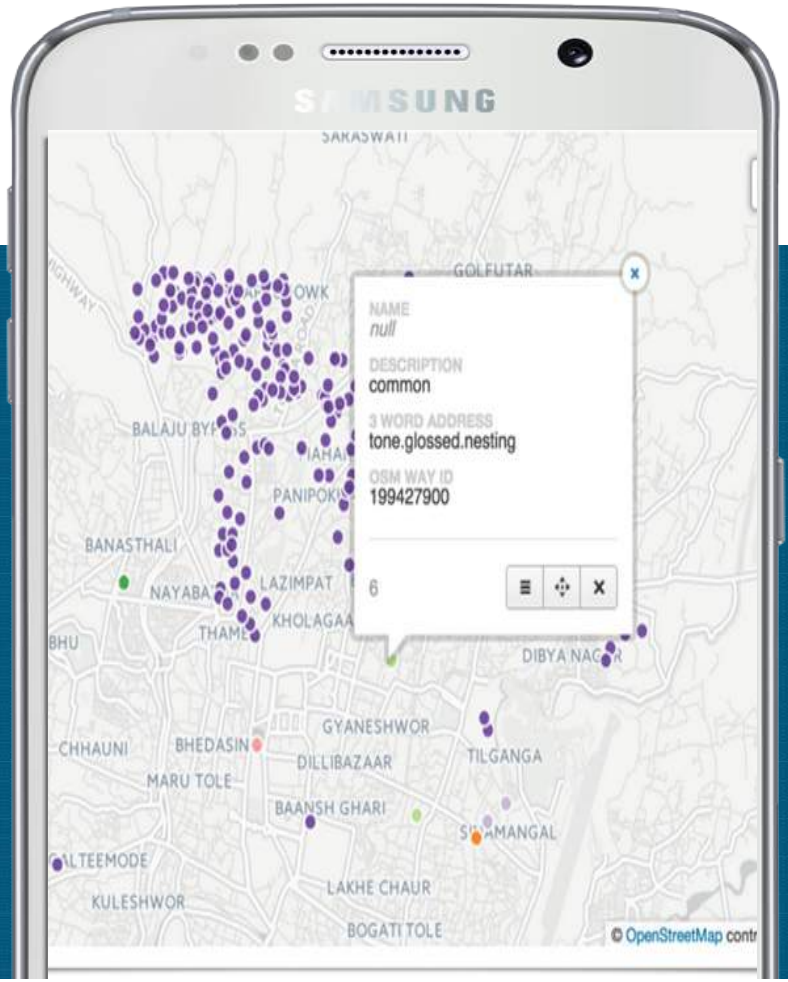


WHAT3WORDS

Our API is **2 lines of code** to build what3words into any app, website or map.

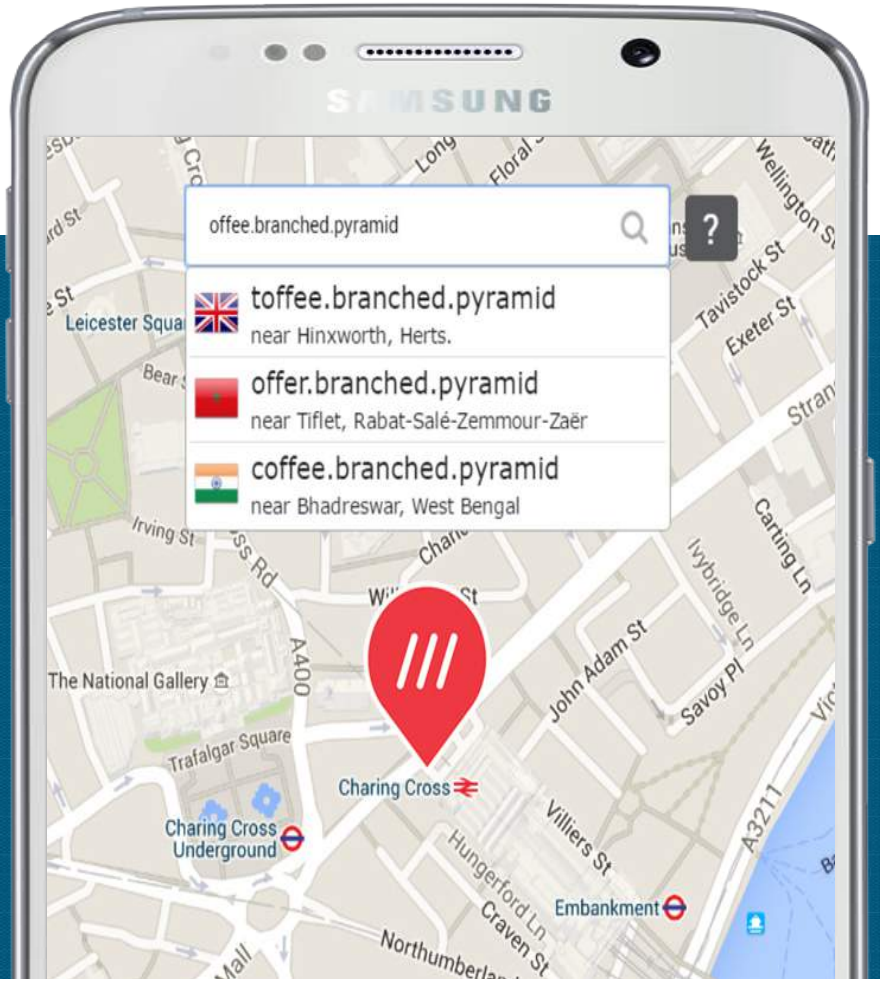


Our **batch conversion** tool enables 3 word address to be added to existing data sets.

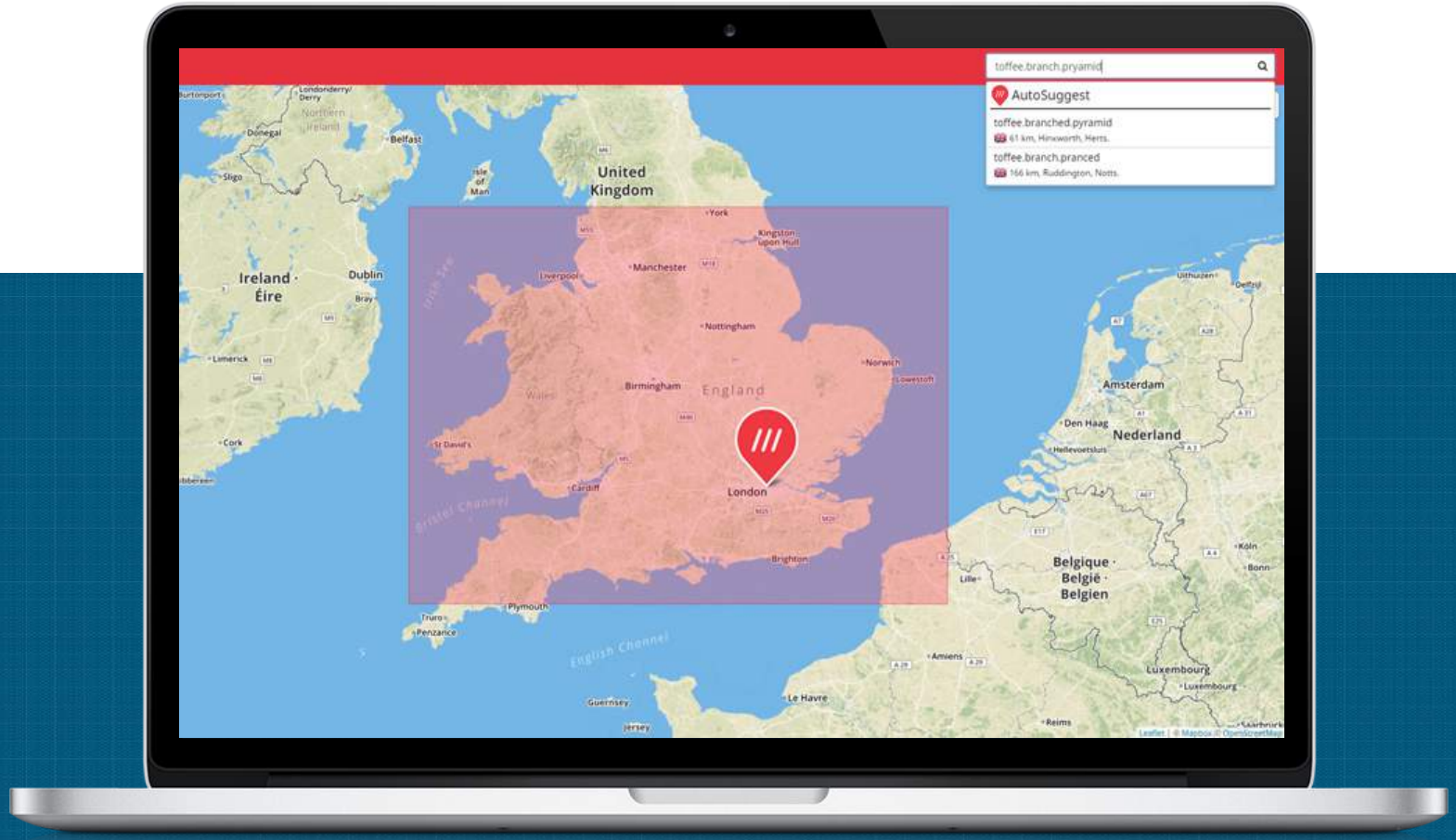


WHAT3WORDS

Autosuggest technology provides error correction.

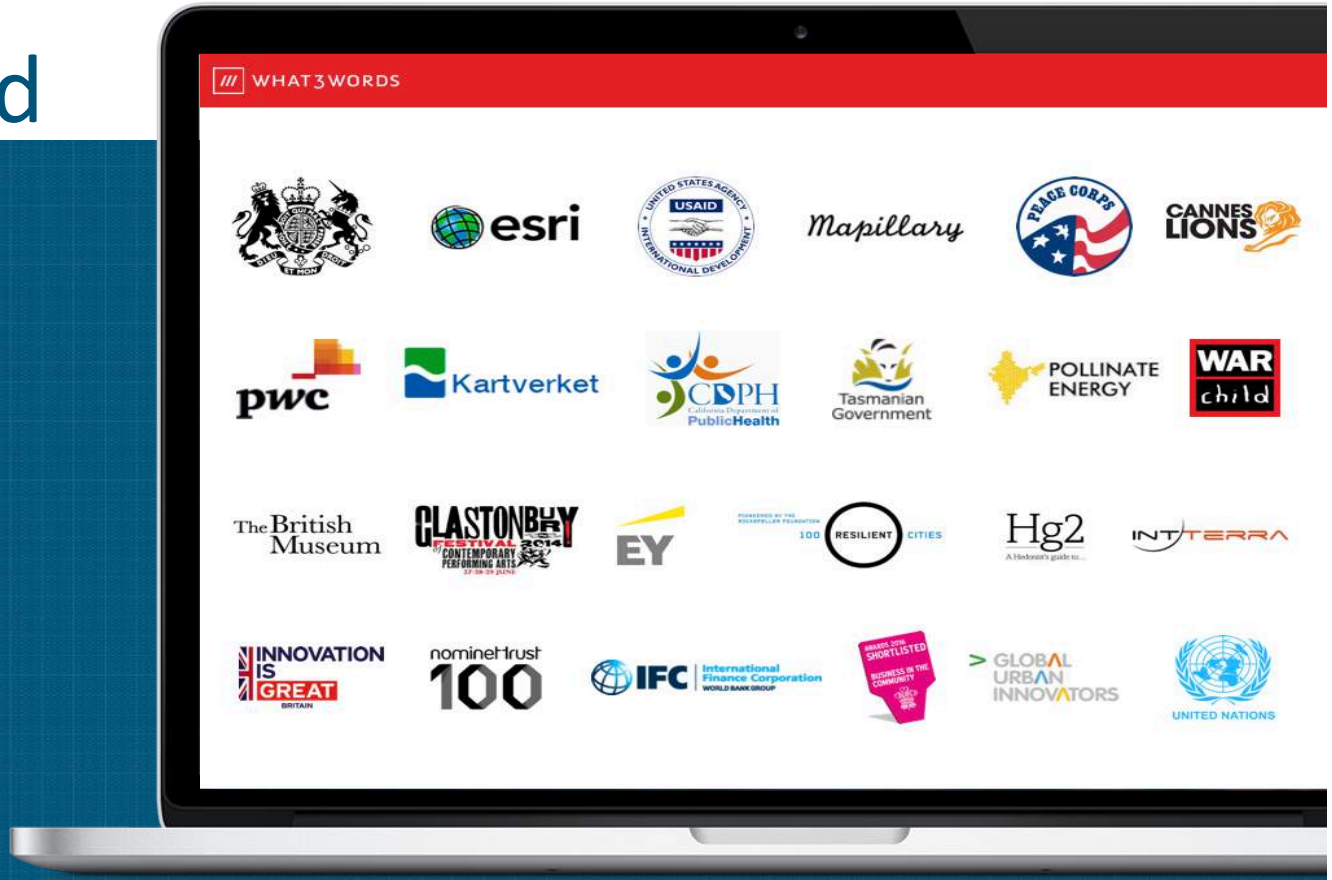


WHAT3WORDS


toffee.branch.pryamid
AutoSuggest
toffee.branched.pyramid
61 km, Hinxworth, Herts.
toffee.branch.pranced
166 km, Ruddington, Notts.
United Kingdom
Ireland · Éire
Dublin
Belfast
Manchester
Liverpool
Nottingham
Birmingham
England
Wales
London
Cardiff
Brighton
Plymouth
Truro
Penzance
Norwich
Amsterdam
Den Haag
Nederland
Belgique · België · Belgien
Luxembourg
Amiens
Le Havre
Guernsey
Jersey
Cork
Limerick
Sligo
Donegal
Bray
Uithuizen
Delfzijl
Köln
Bonn
Lille
Reims
Leaflet | © Mapbox © OpenStreetMap

WHAT3WORDS

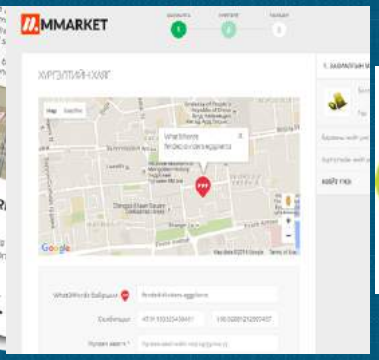
what3words is used in **170 countries.**



WHAT3WORDS

3 word addresses **ecosystem**.

Communicated



Input Field on Checkout

MetaPack

Transmitted

Print on Label

Read & Routed

Delivered To

WHAT3WORDS

Adopted by 5 postal services as **national addressing system.**

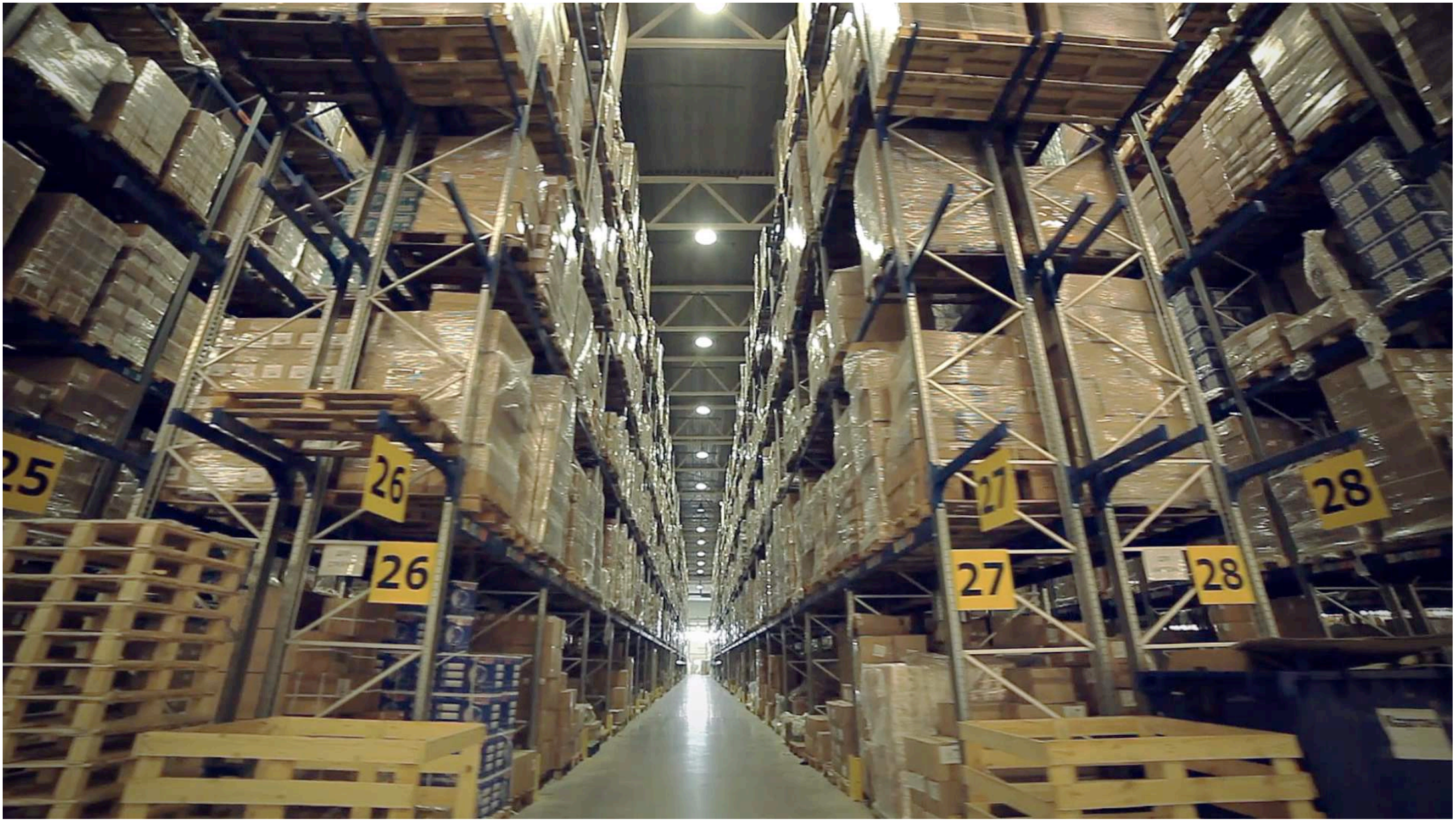
МОНГОЛ ШУУДАН

LA POSTE de Côte d'Ivoire

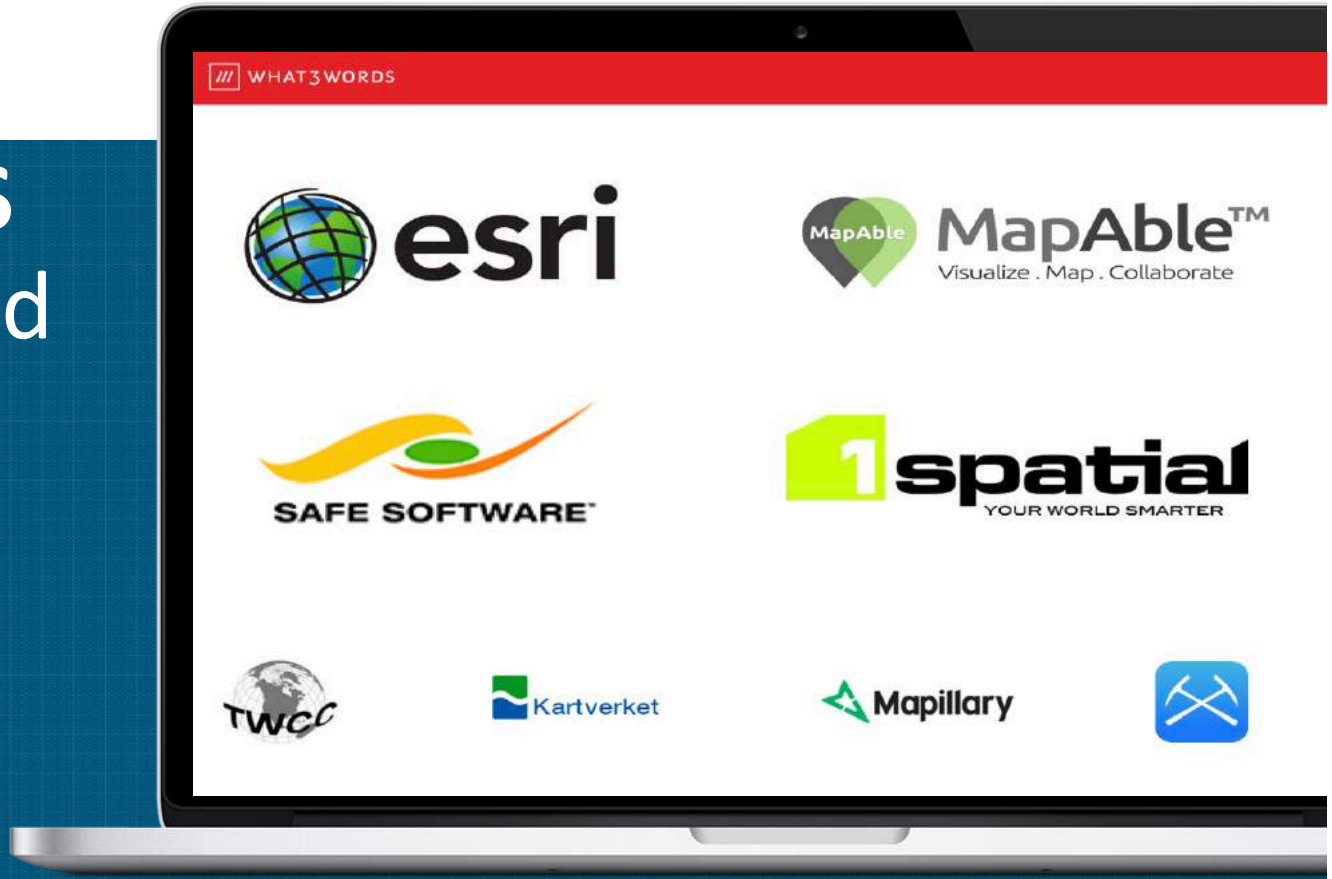
LA POSTE DE DJIBOUTI

Postal Services ST. MAARTEN N.V.

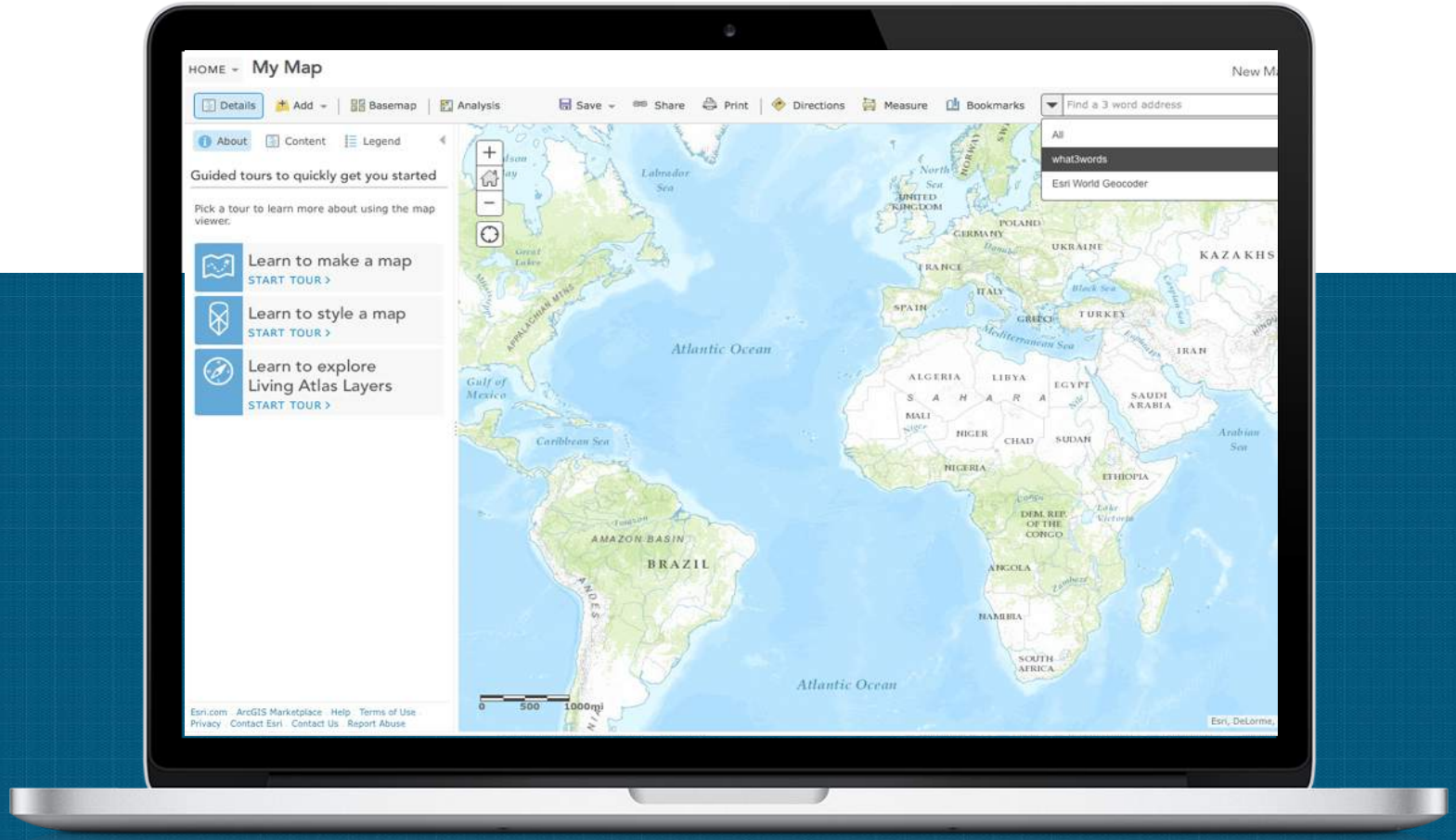
TONGA POST


25
26
26
27
28
27
28

what3words is **integrated into GIS** platforms, tools and apps.



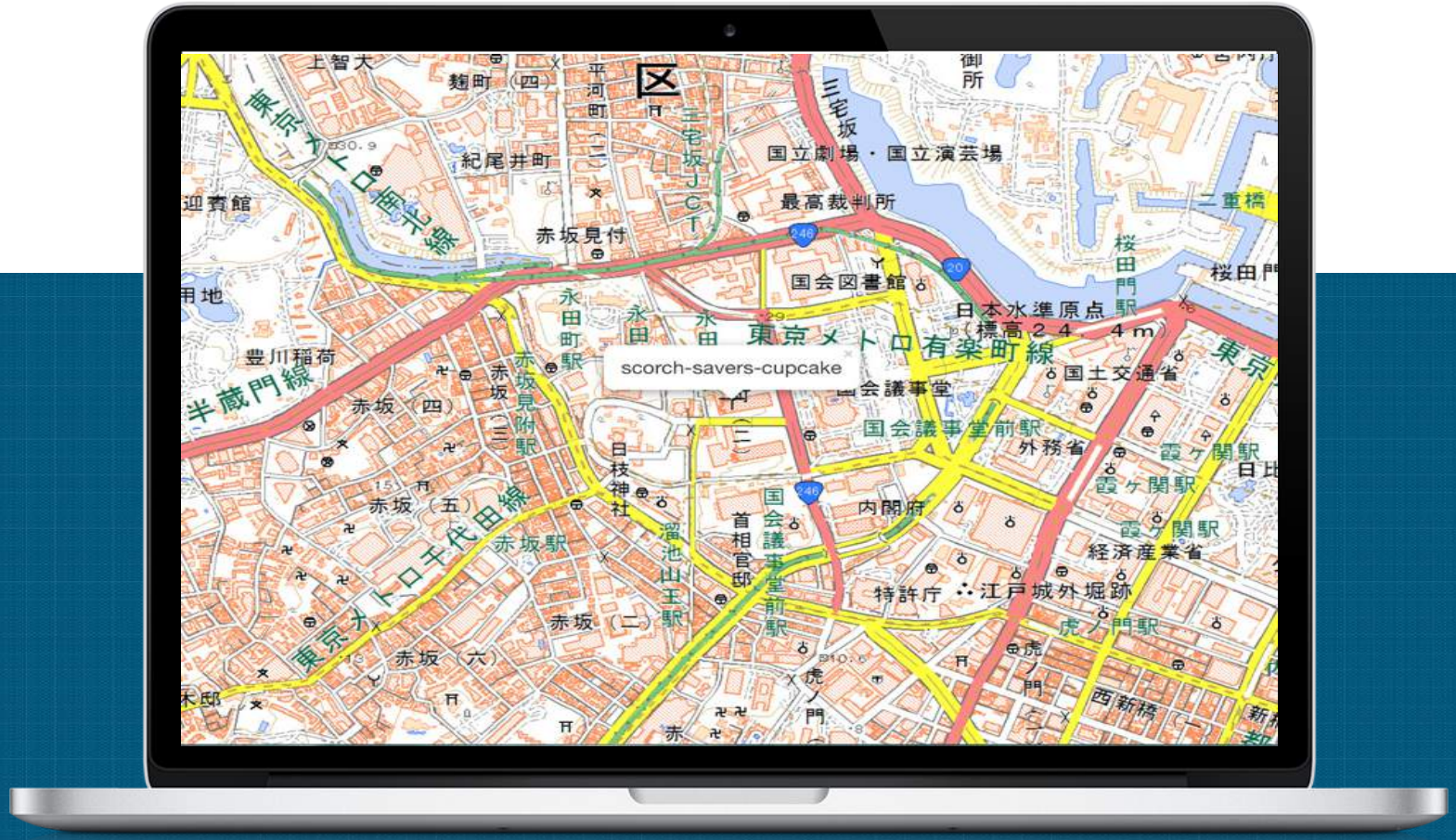
WHAT3WORDS


HOME
My Map
Details
Add
Basemap
Analysis
Save
Share
Print
Directions
Measure
Bookmarks
Find a 3 word address
All
what3words
Esri World Geocoder
About
Content
Legend
Guided tours to quickly get you started
Pick a tour to learn more about using the map viewer.
Learn to make a map
START TOUR
Learn to style a map
START TOUR
Learn to explore Living Atlas Layers
START TOUR
Atlantic Ocean
BRAZIL
AMAZON BASIN
Atlantic Ocean
Esri.com · ArcGIS Marketplace · Help · Terms of Use
Privacy · Contact Esri · Contact Us · Report Abuse
0 500 1000mi

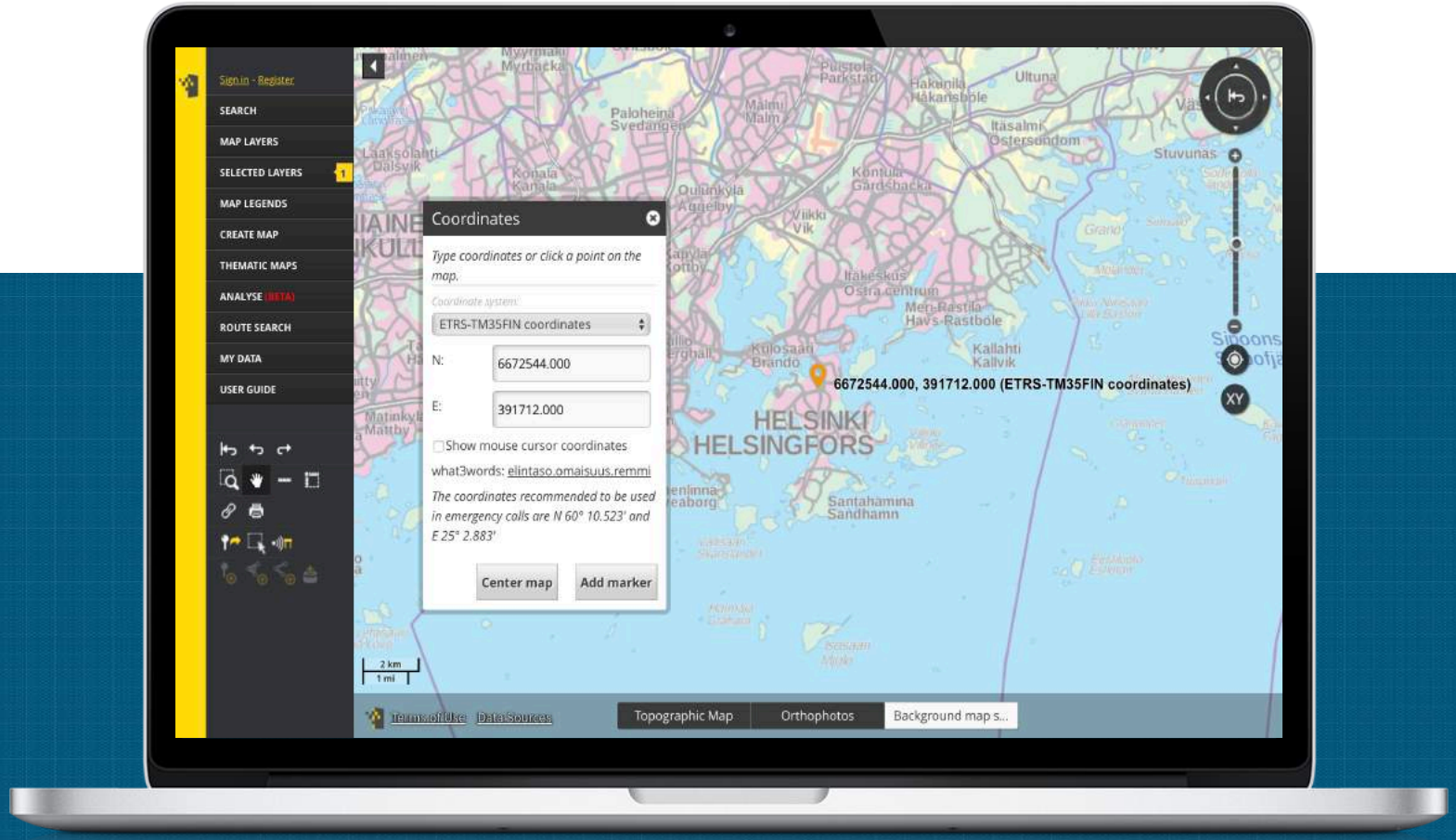
WHAT3WORDS

wordy.vaccine.private
recruiters.intrusions.fastening
emphasis.pottery.unkind
INVERNESS DR E
Creek
13

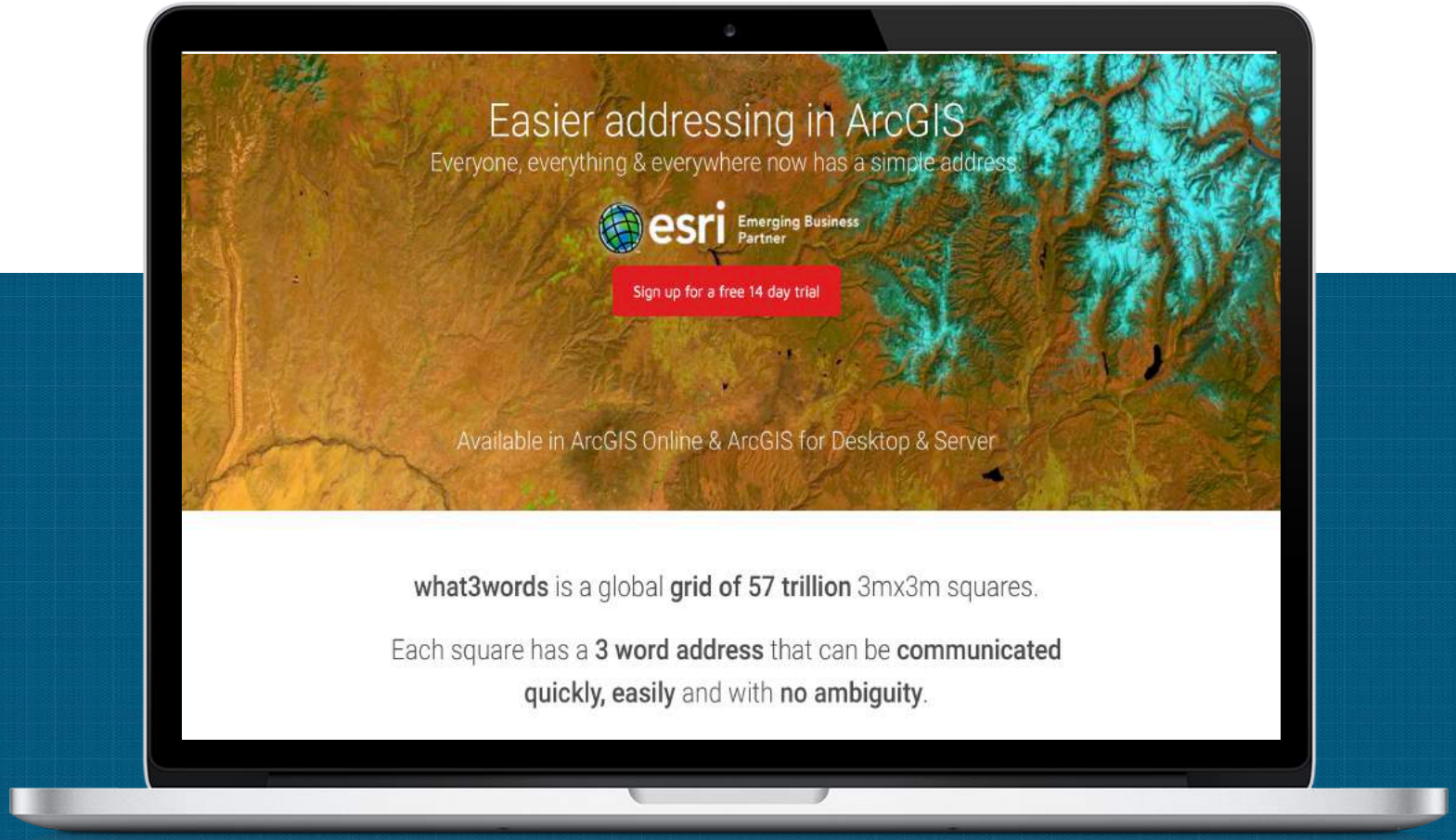
WHAT3WORDS


scorch-savers-cupcake
東京メトロ有楽町線
東京メトロ千代田線
半蔵門線
国立劇場・国立演芸場
最高裁判所
国会図書館
日本水準原点
国会議事堂
国会議事堂前駅
外務省
国土交通省
内閣府
特許庁
江戸城外堀跡
経済産業省
赤坂見付
赤坂駅
赤坂（四）
赤坂（五）
赤坂（六）
赤坂（二）
紀尾井町
豊川稲荷
日枝神社
溜池山王駅
首相官邸
桜田門駅
霞ケ関駅
虎ノ門駅
西新橋
二重橋
三宅坂
三宅坂JCT
永田町駅
赤坂見附駅
平河町
麹町（四）
上智大
迎賓館
御所

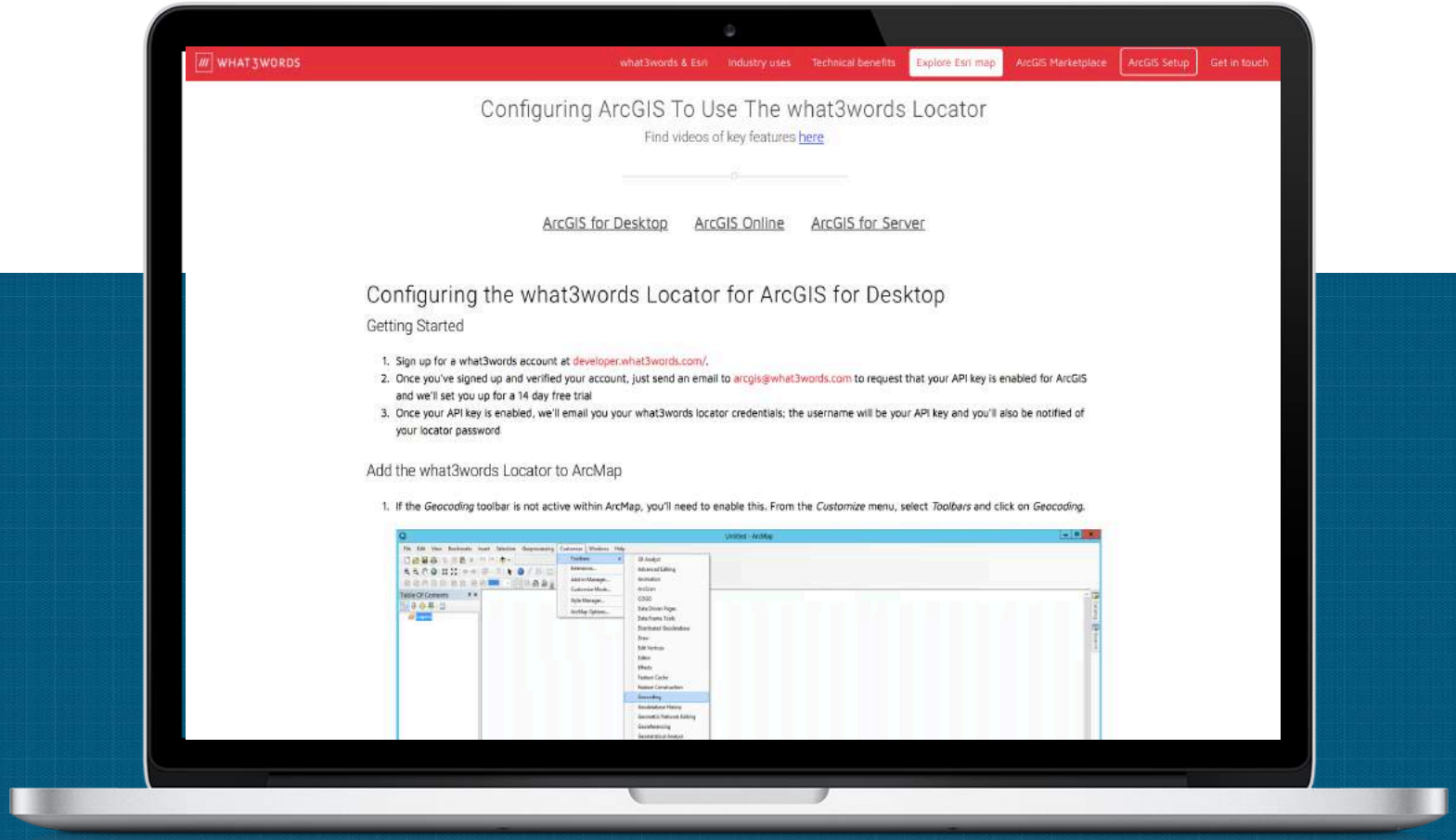
WHAT3WORDS


Sign in - Register
SEARCH
MAP LAYERS
SELECTED LAYERS
MAP LEGENDS
CREATE MAP
THEMATIC MAPS
ANALYSE (BETA)
ROUTE SEARCH
MY DATA
USER GUIDE
Coordinates
Type coordinates or click a point on the map.
Coordinate system:
ETRS-TM35FIN coordinates
N:
6672544.000
E:
391712.000
Show mouse cursor coordinates
what3words: elintaso.omaisuus.remmi
The coordinates recommended to be used in emergency calls are N 60° 10.523' and E 25° 2.883'
Center map
Add marker
6672544.000, 391712.000 (ETRS-TM35FIN coordinates)
HELSINKI
HELSINGFORS
Topographic Map
Orthophotos
Background map s...
Terms of Use
Data Sources
2 km
1 mi
XY

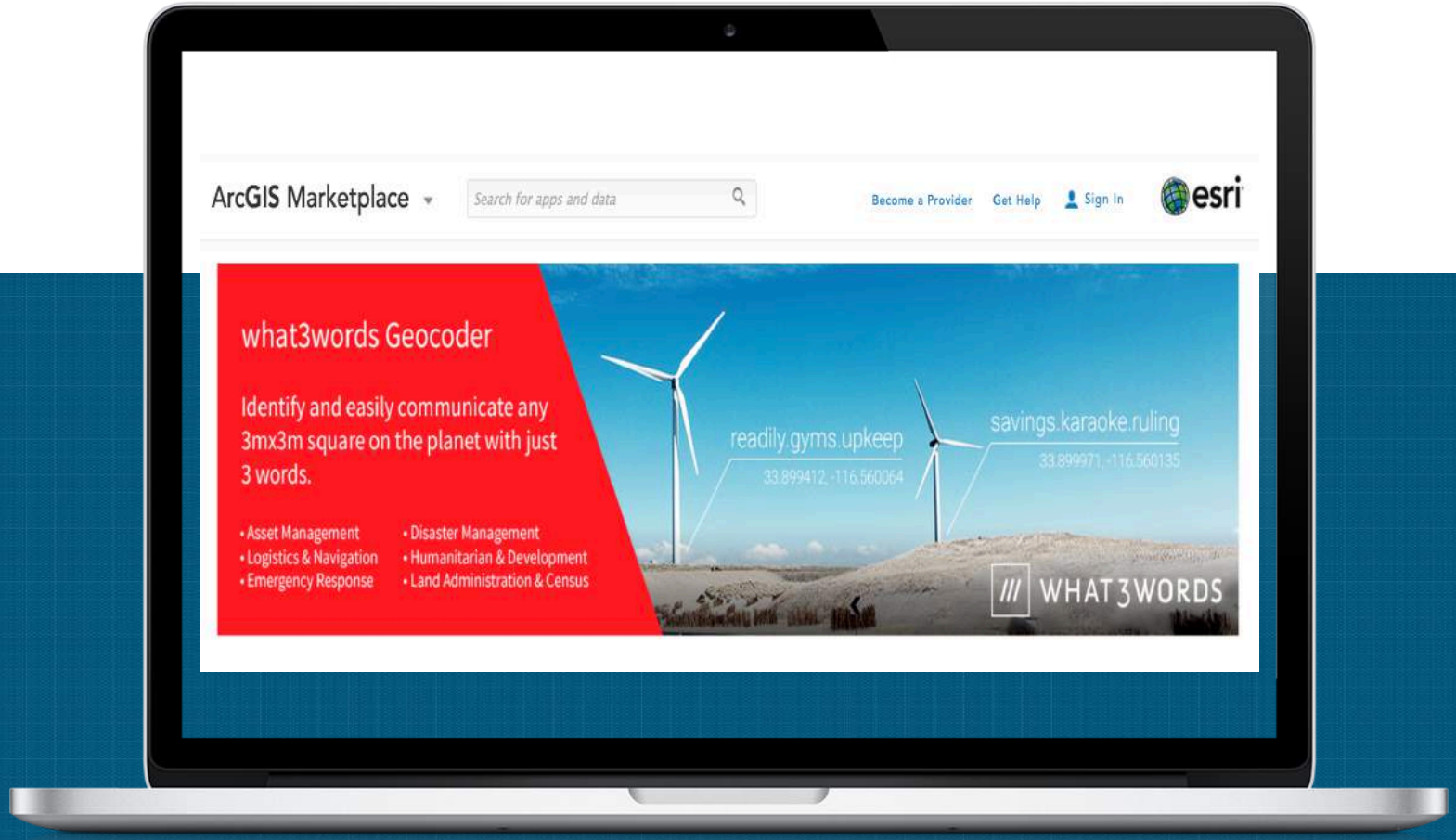
WHAT3WORDS


Easier addressing in ArcGIS
Everyone, everything & everywhere now has a simple address
esri Emerging Business Partner
Sign up for a free 14 day trial
Available in ArcGIS Online & ArcGIS for Desktop & Server
what3words is a global grid of 57 trillion 3mx3m squares.
Each square has a 3 word address that can be communicated quickly, easily and with no ambiguity.

WHAT3WORDS


WHAT3WORDS
what3words & Esri
Industry uses
Technical benefits
Explore Esri map
ArcGIS Marketplace
ArcGIS Setup
Get in touch
Configuring ArcGIS To Use The what3words Locator
Find videos of key features here
ArcGIS for Desktop
ArcGIS Online
ArcGIS for Server
Configuring the what3words Locator for ArcGIS for Desktop
Getting Started
1. Sign up for a what3words account at developer.what3words.com/.
2. Once you've signed up and verified your account, just send an email to arcgis@what3words.com to request that your API key is enabled for ArcGIS and we'll set you up for a 14 day free trial
3. Once your API key is enabled, we'll email you your what3words locator credentials; the username will be your API key and you'll also be notified of your locator password
Add the what3words Locator to ArcMap
1. If the Geocoding toolbar is not active within ArcMap, you'll need to enable this. From the Customize menu, select Toolbars and click on Geocoding.

WHAT3WORDS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