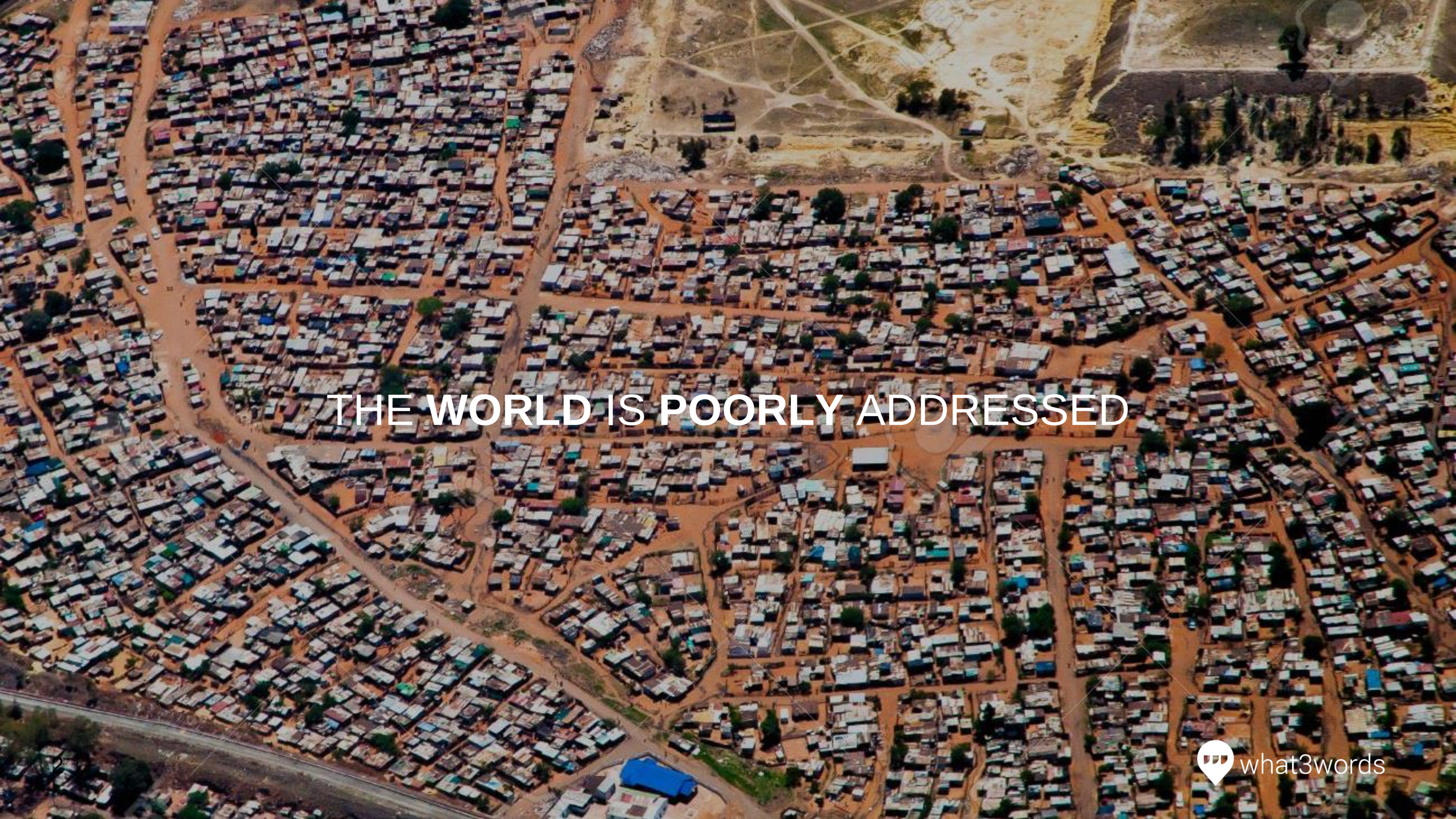
Presented at the FIG Working Week 2016,
May 2-6, 2016 in Christchurch, New Zealand

what3words

addressing the world



what3words

4 BILLION UNADDRESSED

COMMISSION ON LEGAL EMPOWERMENT OF THE POOR,
UNITED NATIONS DEVELOPMENT PROGRAMME - 2008

4 BILLION PEOPLE DON’T HAVE AN **ADDRESS**

what3words

The lack of a complete, correct and unique national addressing system constitutes a major socio-economic challenge for a number of developing countries.

UPU UNIVERSAL POSTAL UNION

STREET ADDRESSING IS
EXPENSIVE & TIME **CONSUMING**

what3words

LANDMARK BASED **ADDRESSING** IS NOT **SCALABLE**

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

AN ADDRESS WILL **START** WITH, OR AT LEAST INCLUDE **A BUILDING NUMBER**

ROYAL OPERA HOUSE, COVENT GARDEN, LONDON, WC2E 9DD, UNITED KINGDOM

NO BUILDINGS ARE NUMBERED **ZERO**

0 EGMONT ROAD, MIDDLESBROUGH, TS4 2HT

OK, BUT THEY WON’T HAVE **NEGATIVE NUMBERS**

-1 PRIORY ROAD, NEWBURY, RG14 7QS

BUT THERE'LL ONLY BE **ONE NUMBER** IN THE ADDRESS, **SURELY**?

5/F, CITYPLAZA 3, 14 TAIKOO WAN ROAD, ISLAND EAST, HKSAR

AHA! BUT THERE'LL BE A **ROAD NAME!**

2 MI N THEN 3 MI W OF JENNINGS, OK 74038

FALSEHOODS PROGRAMMERS BELIEVE ABOUT ADDRESSES

www.mjt.me.uk/posts/falsehoods-programmers-believe-about-addresses/

POOR ADDRESSING IS COSTLY & FRUSTRATING IN THE DEVELOPED WORLD…

what3words

what3words

POOR **ADDRESSING** HAS A **MASSIVE IMPACT**

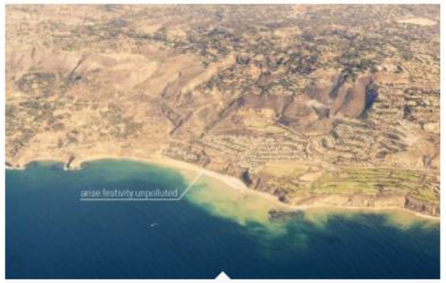
Humanitarian Aid

Navigation

Delivery

Government

Sport & Exploration



Mapping

E-commerce

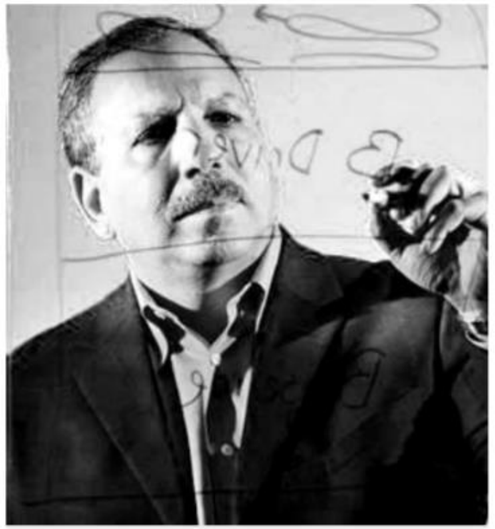
Travel

Socialising

Taxis

Property Search

Festivals & Events



Jack Levis

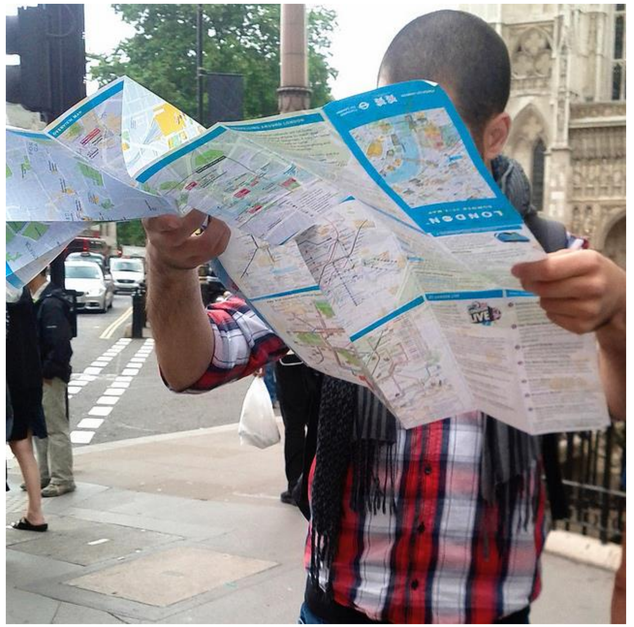
Director of Process Management
at UPS

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

POOR **ADDRESSING** HAS A **MASSIVE IMPACT**

1 mile/driver = $50m

80% calls - where are you?



22m hours lost abroad

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

25° 9’ 40.918” **S** 18° 59’ 2.824” **E**

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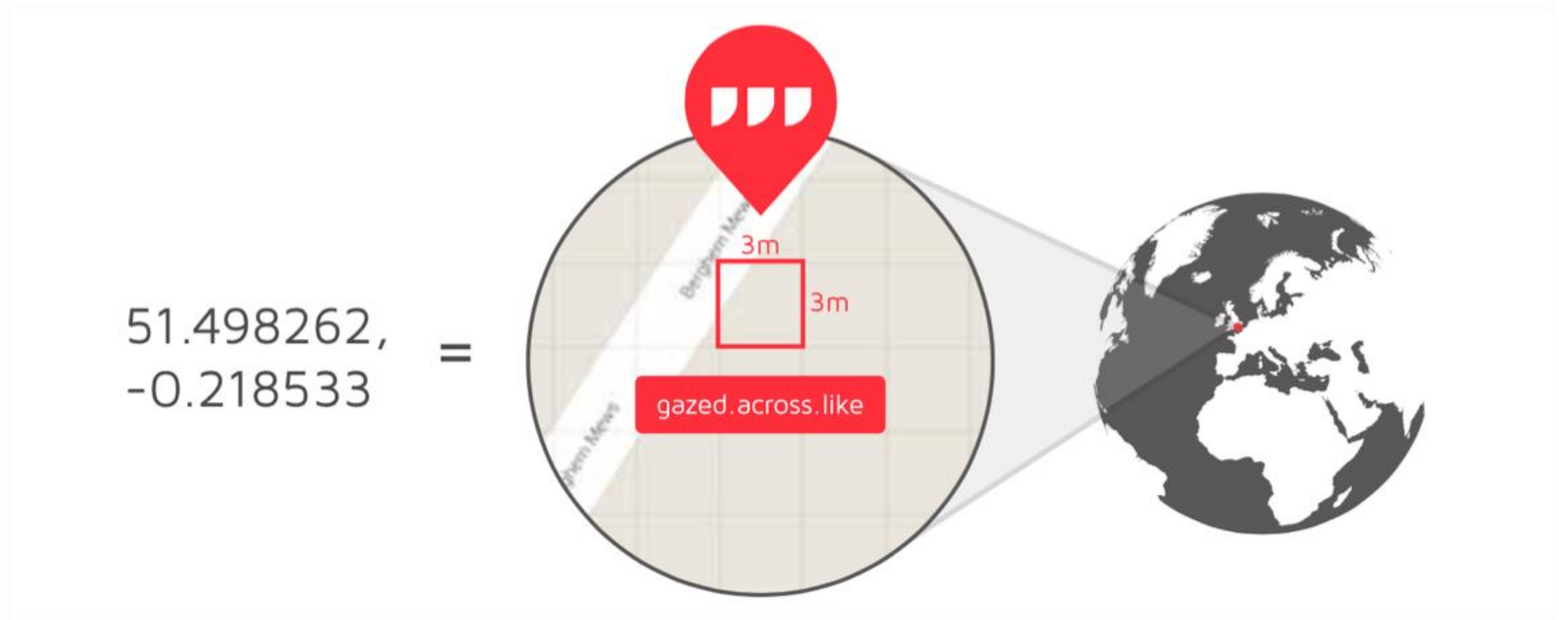
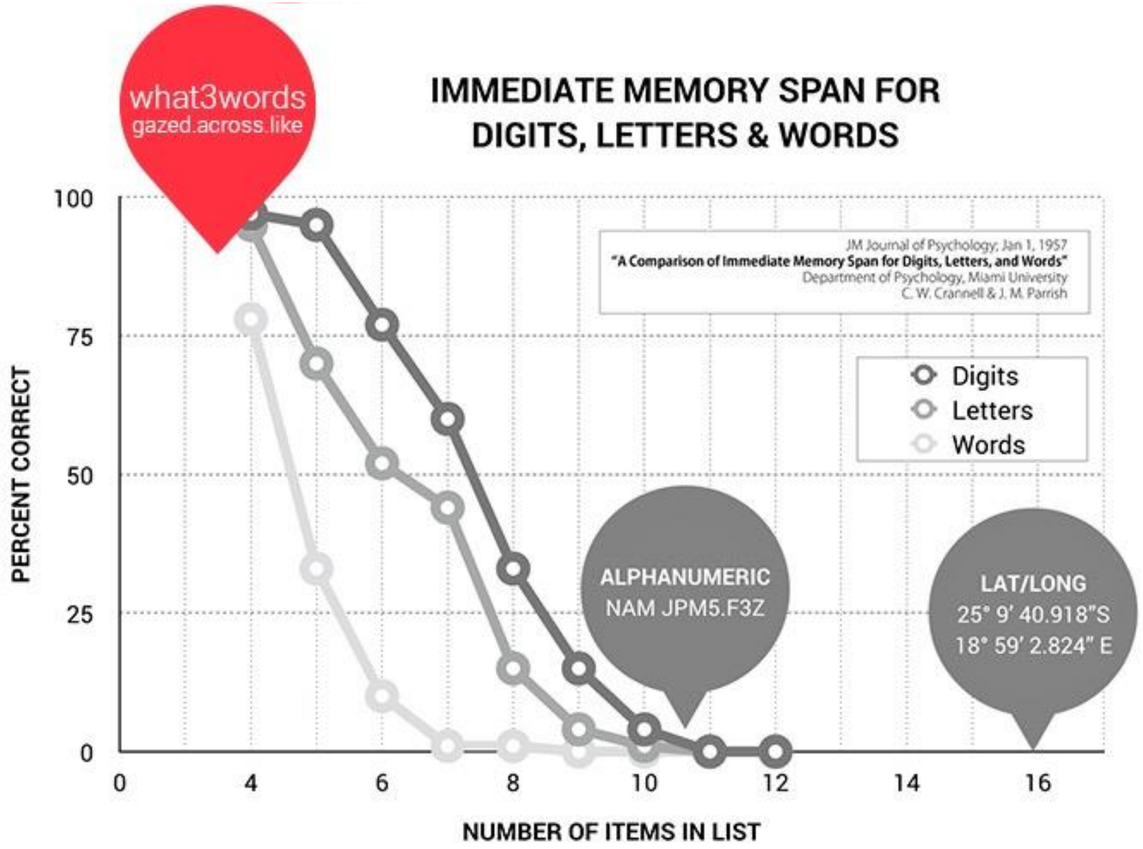
addressing the world

WHAT3WORDS IS A NEW **GLOBAL** ADDRESS SYSTEM



WORDS **BEAT NUMBERS** FOR COMMUNICATION



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addressing the world

WORDS WORK **EVERYWHERE**

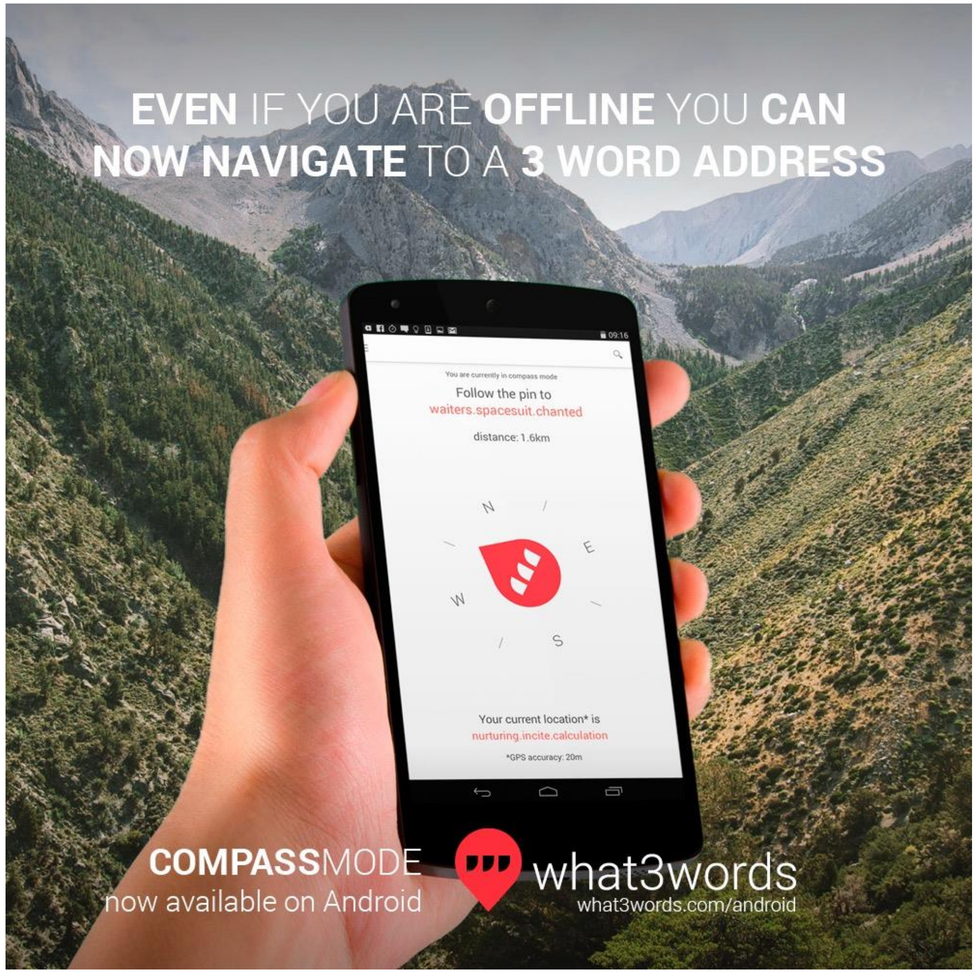
WORDS MEAN YOU CAN **SPOT ERRORS**

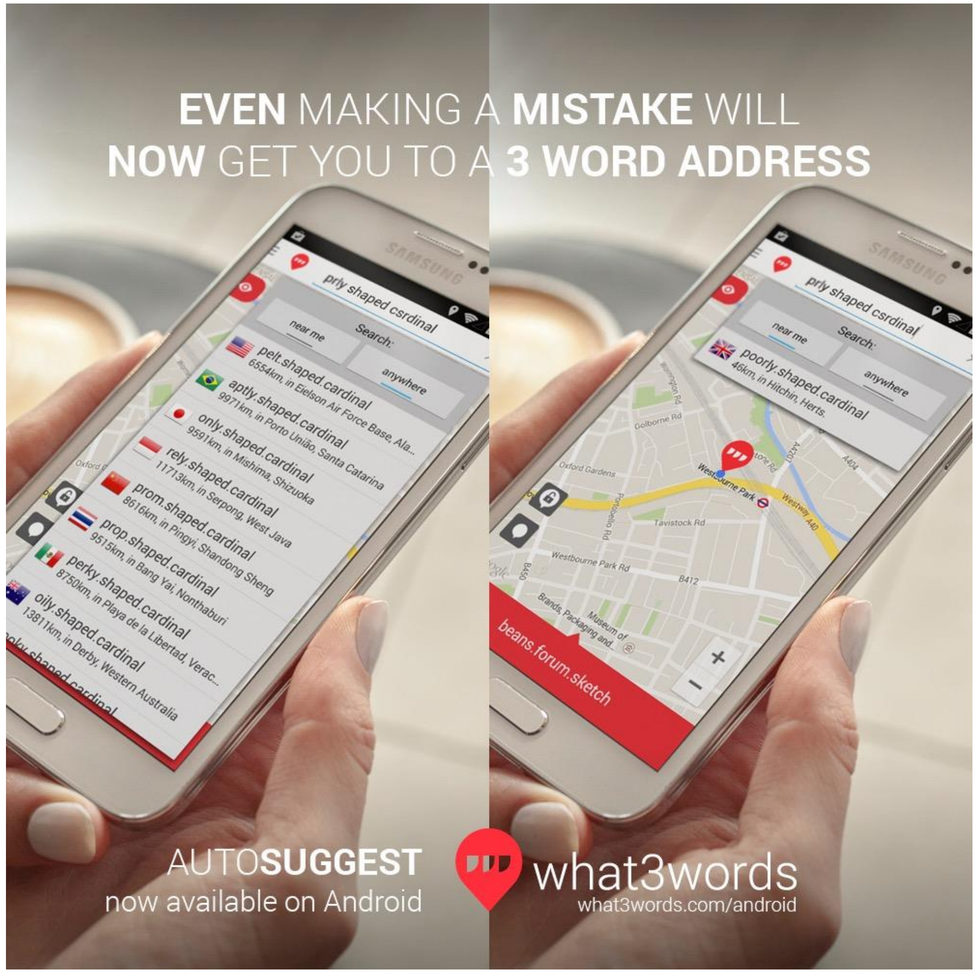
WORDS ALLOW **INTELLIGENT DISTRIBUTION**

LANGUAGE EMPOWERS **COMMUNITIES**

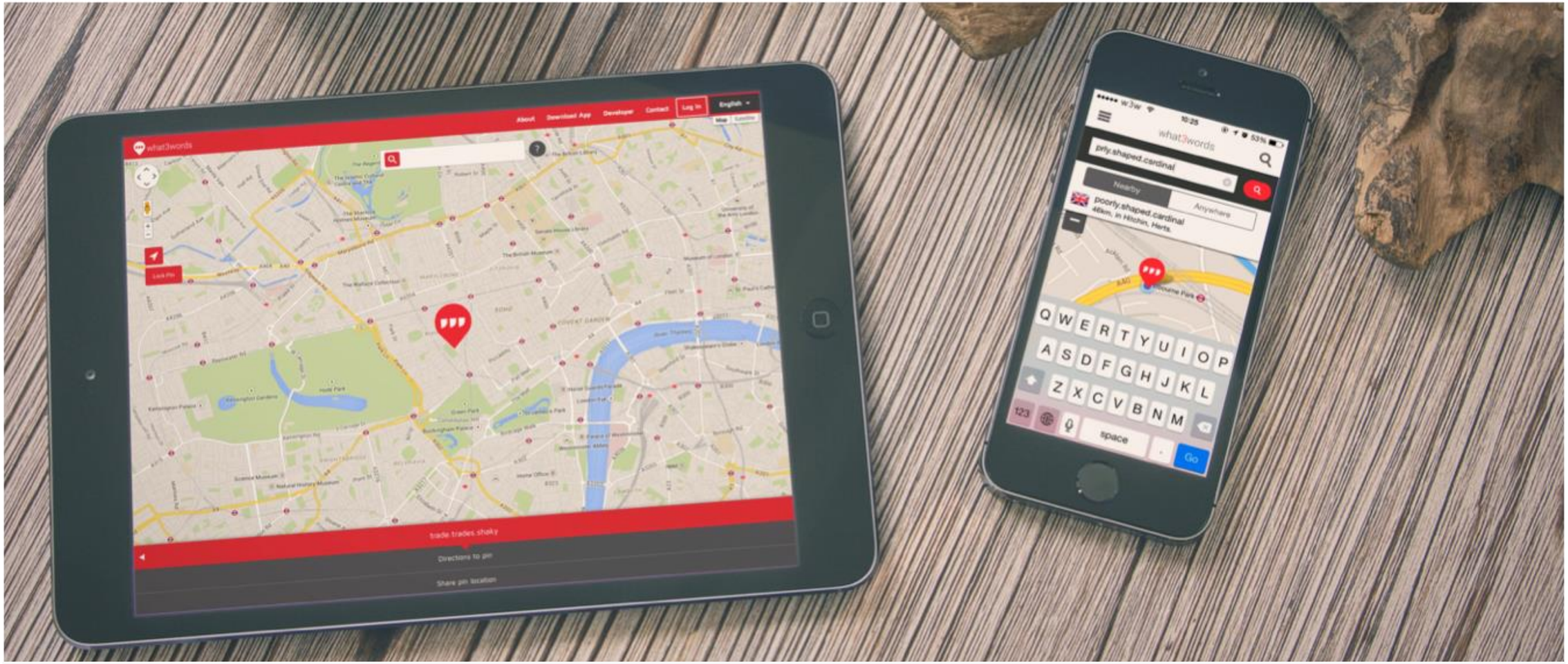
A **COMMON** COMMUNICATION **LANGUAGE**

OFFLINE AND **AUTOSUGGEST** CORRECTIONS





BATCH CONVERSION AND **EXCEL PLUGIN**

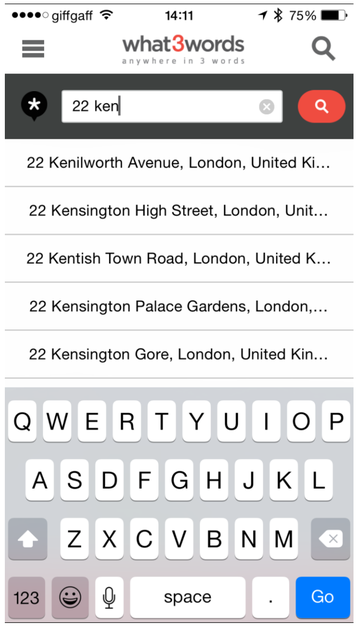


Web API

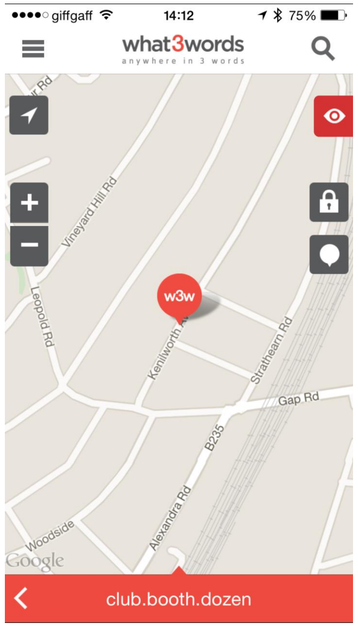
Code Libraries

iOS & Android SDK

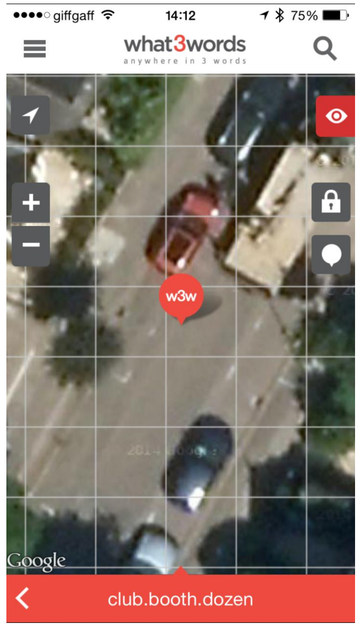
HOW TO FIND A 3 WORD ADDRESS



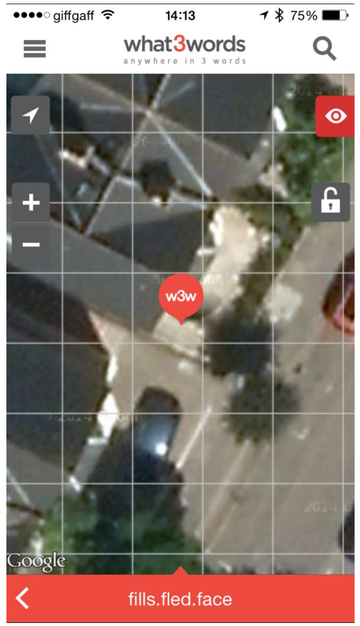
1. Type in your postcode, street address or business name.



2. View the map and zoom in to grid level.



3. Switch to satellite view and unlock pin.



4. Move pin to actual location, the 3 word address is displayed on the red bar.

INTEGRATED INTO **GIS INFRASTRUCTURE**

BEING PILOTED BY THE DEPARTMENT OF RURAL DEVELOPMENT AND LAND REFORM IN SOUTH AFRICA

rural development
& land reform

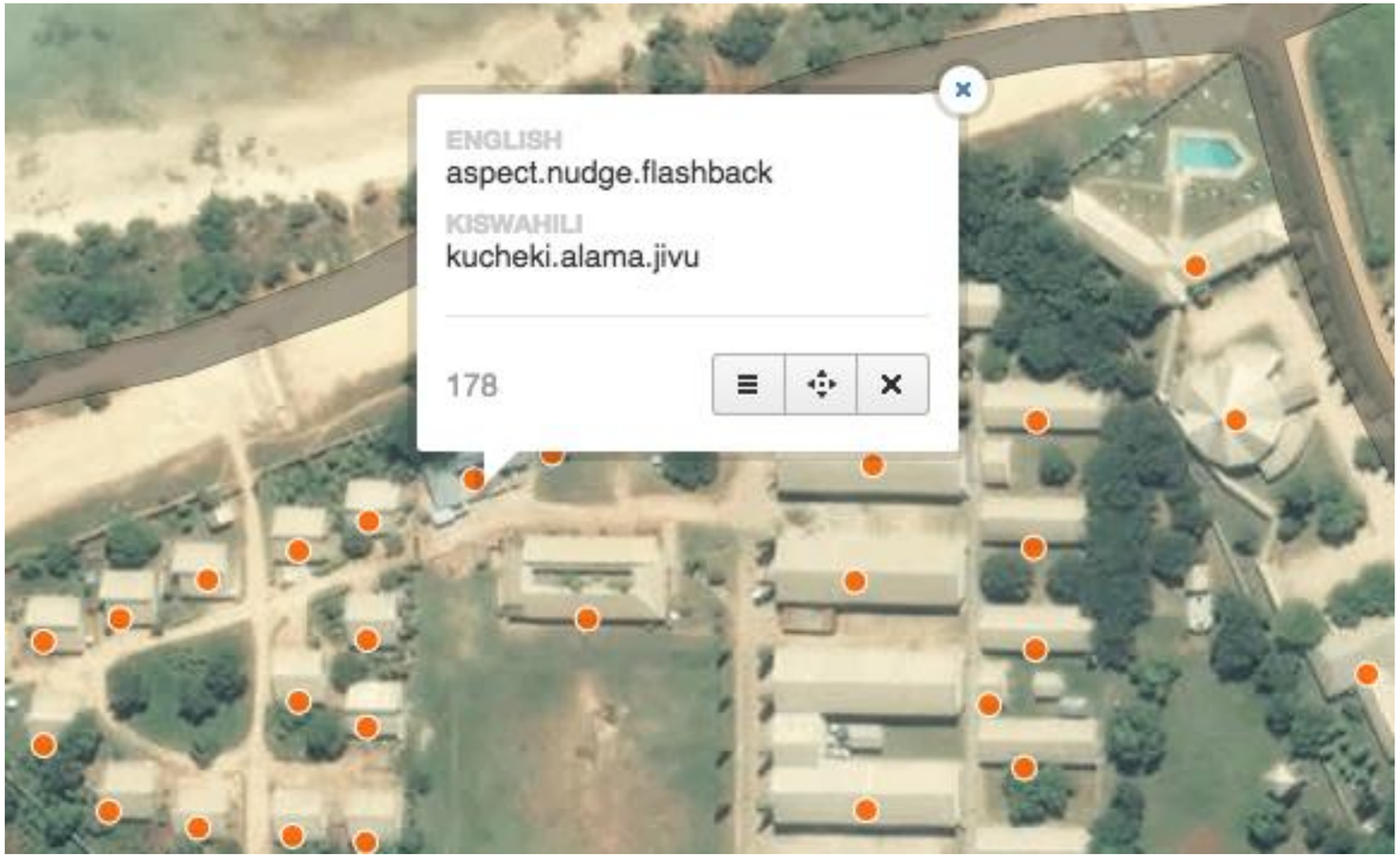
Department:
Rural Development and Land Reform
REPUBLIC OF SOUTH AFRICA

w3w.co/2016/02/drdlr/

WHAT3WORDS FOR **LAND ADMINISTRATION**

3 WORD ADDRESS AS A UNIQUE ID FOR A LAND PARCEL USING THE ADDRESS OF THE PARCEL CENTROID TO LABEL THE PARCEL

WHAT3WORDS FOR **LAND ADMINISTRATION**



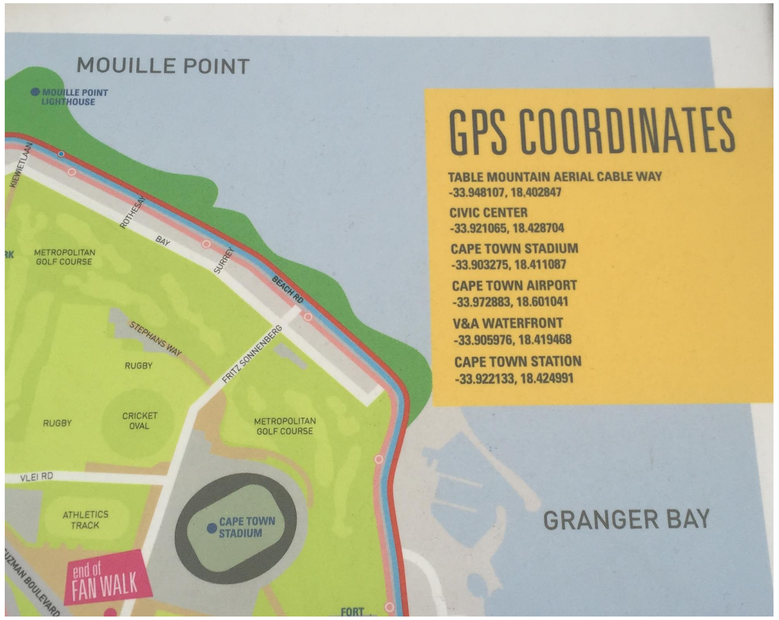
3 WORD ADDRESS ALSO UNIQUE ID FOR MICRO ASSETS
SUCH AS BINS, ELECTRICITY PYLONS OR WATER METERS

- PROVIDE A **STANDARDISED HOUSEHOLD ID** NOT ONLY FOR PROPERTY TAX BUT ALL KINDS OF TAX COLLECTION

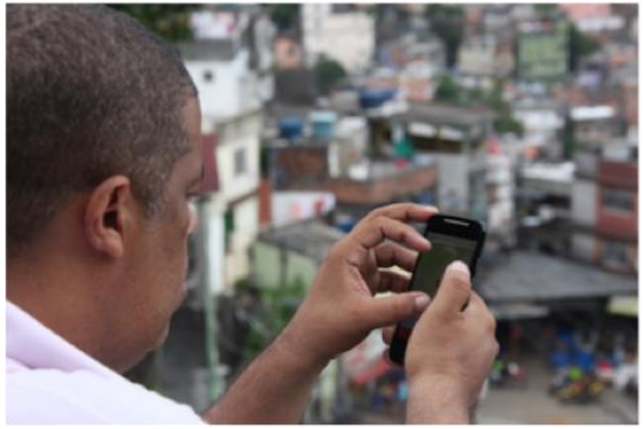
- PROVIDE UNIFORM AND EASY TO COMMUNICATE LOCATION FOR **EMERGENCY RESPONSE** SERVICES

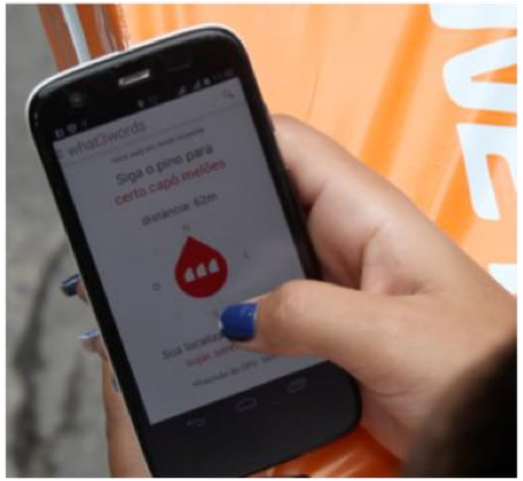
- ALLOW LOCAL GOVERNMENTS AND UTILITIES TO MANAGE AND NAVIGATE TO **MICRO ASSETS** SUCH AS TRAFFIC LIGHTS, PARK BENCHES, RUBBISH BINS, ELECTRICITY SUBSTATIONS AND A HOST OF OTHER ASSETS WHICH HAVE NO ADDRESS

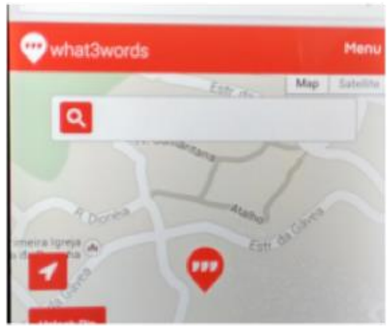
- IMPROVE **FINANCIAL INCLUSION** AND OPEN NEW MARKETS
- **CITIZEN REPORTING**
- **TOURISM** AND EASE OF COMMUNICATION
- ENHANCE POSTAL CODE SYSTEM FOR **DELIVERY**

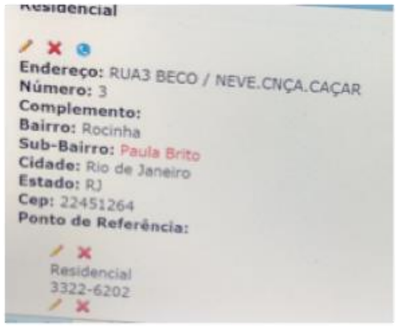


BEING USED IN THE **FAVELAS** TO **DELIVER PACKAGES**



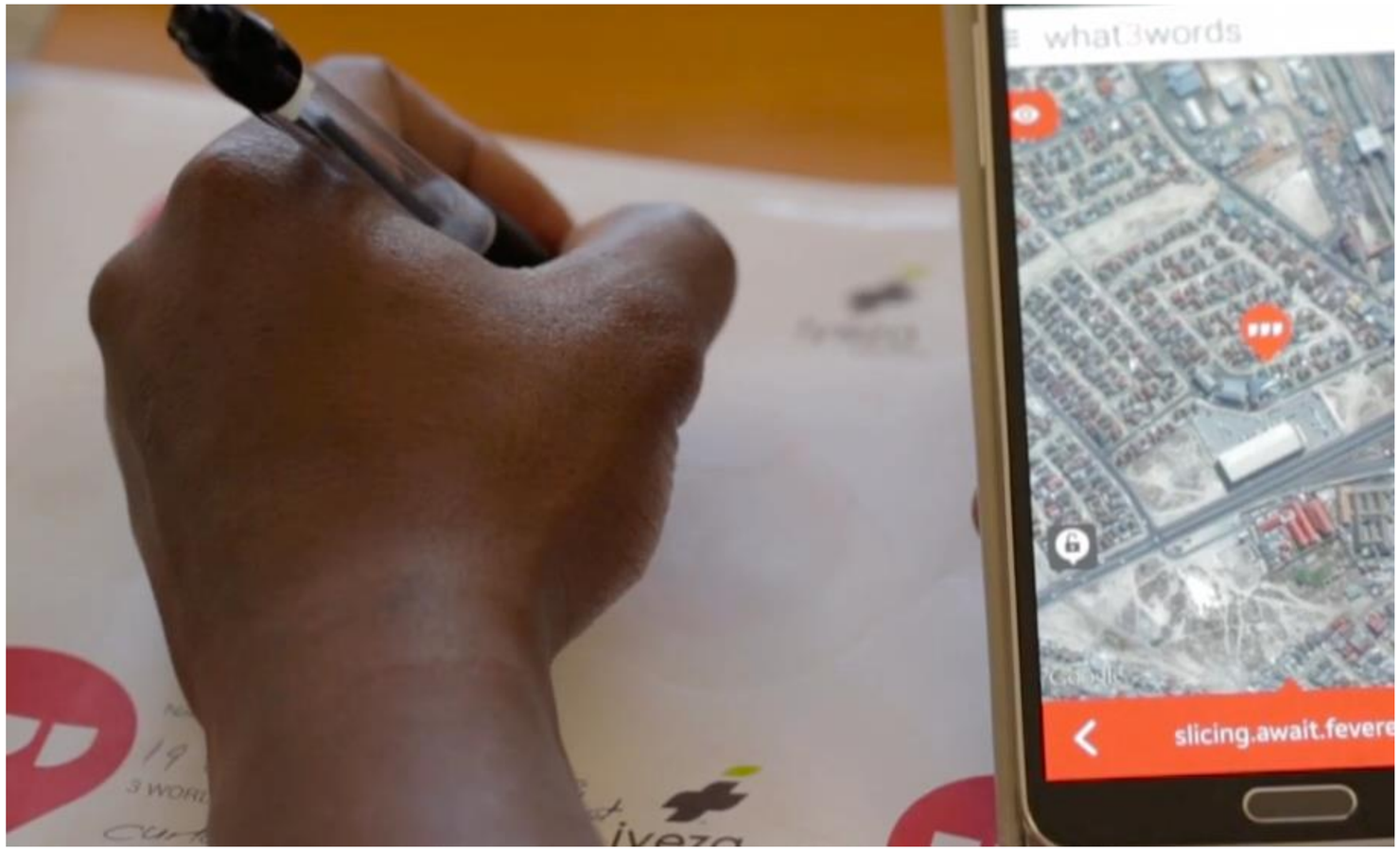






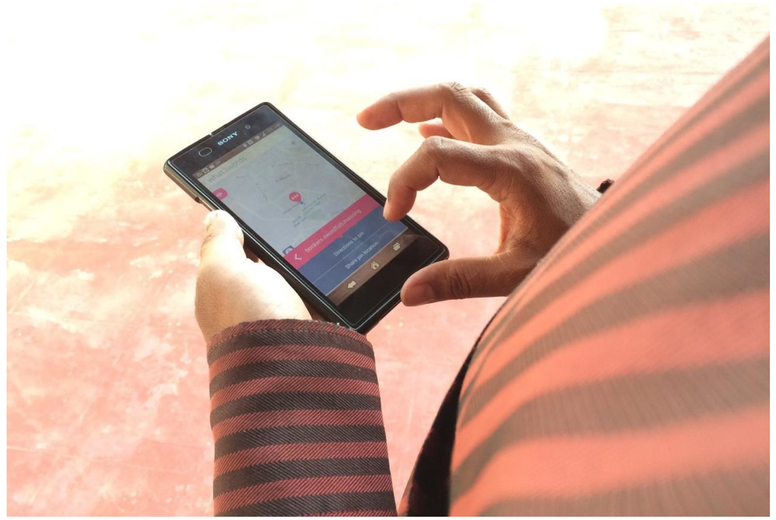
w3w.co/cartero-amigo

BEING USED IN THE **TOWNSHIPS** TO **DELIVER MEDICINES**



vimeo.com/what3words/township

BEING USED IN **INDIA** TO **DELIVER LIGHT**



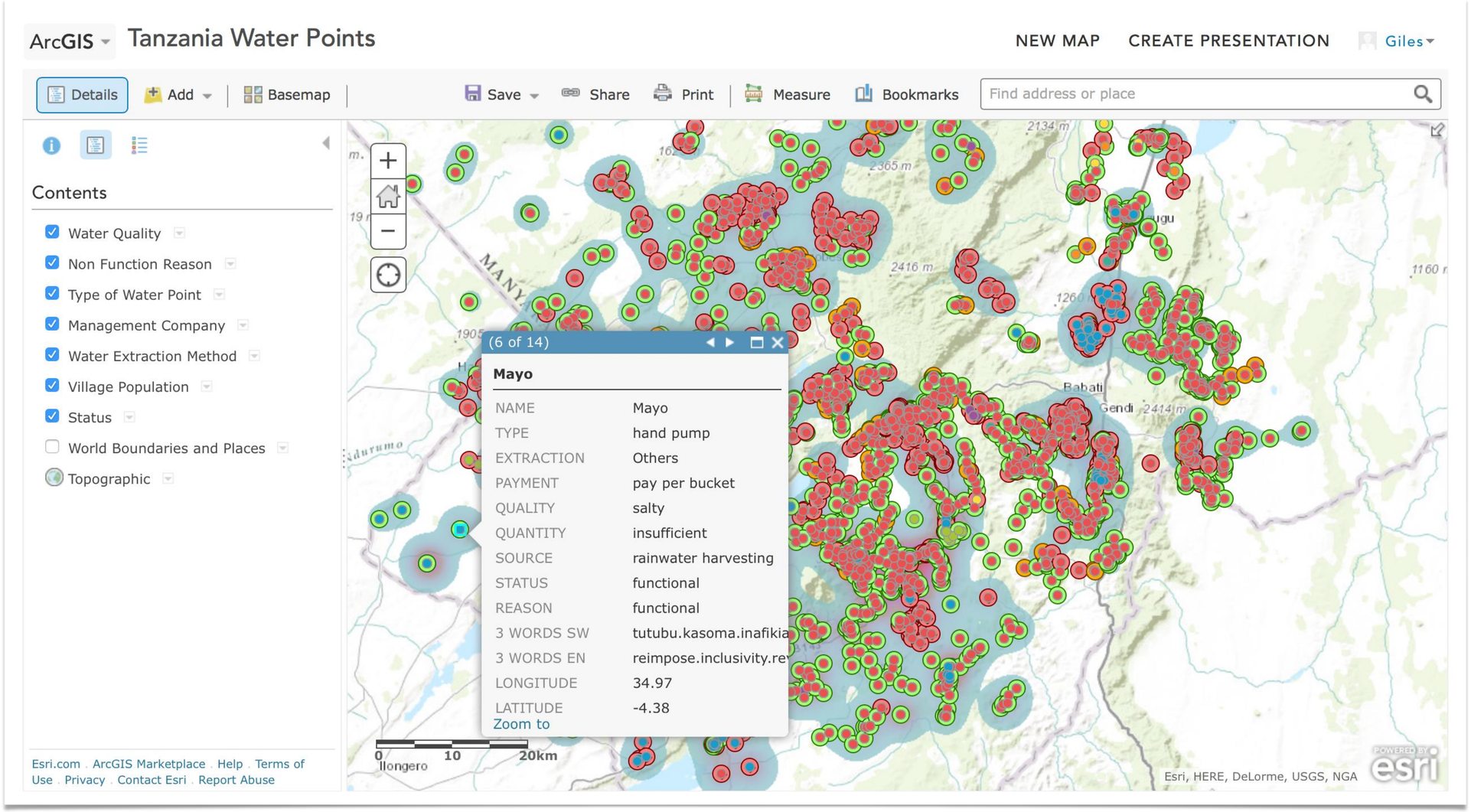
w3w.co/pollinate-energy

BEING USED IN **RURAL AFRICA** TO **ERADICATE MOSQUITOS**

In²Care
Innovative Insect Control
& Application Research

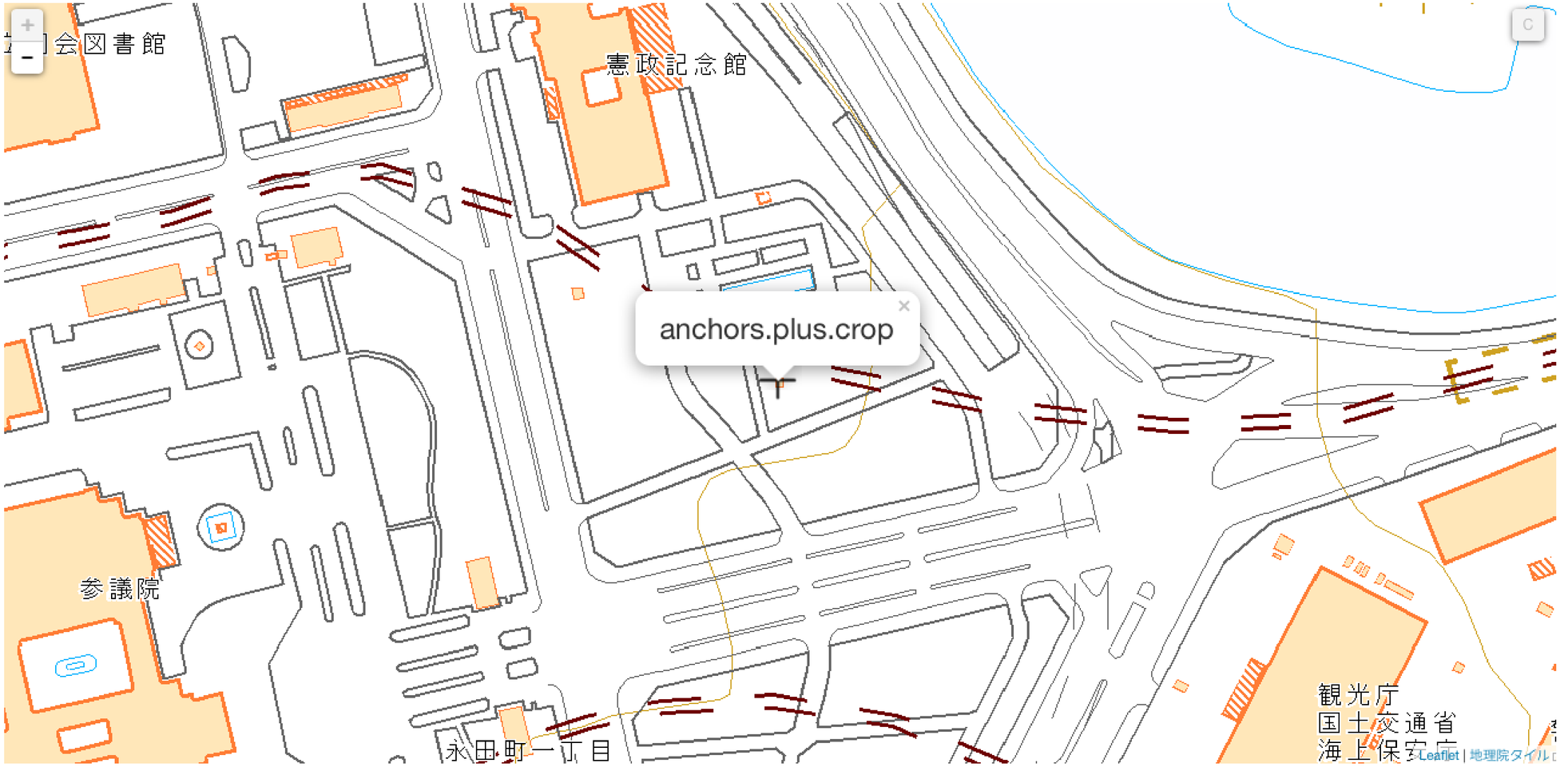
w3w.co/in2care

BEING USED IN **TANZANIA**TO **IDENTIFY WATER POINTS**



MIGRANT **ENCAMPMENT IN FRANCE**

DEMO SITE ON GITHUB FOR **JAPAN**



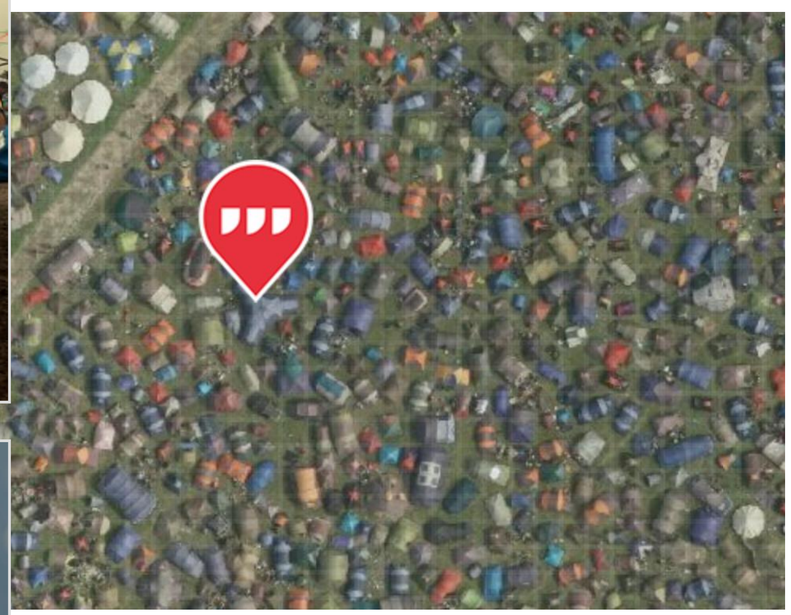
Recovery from disaster

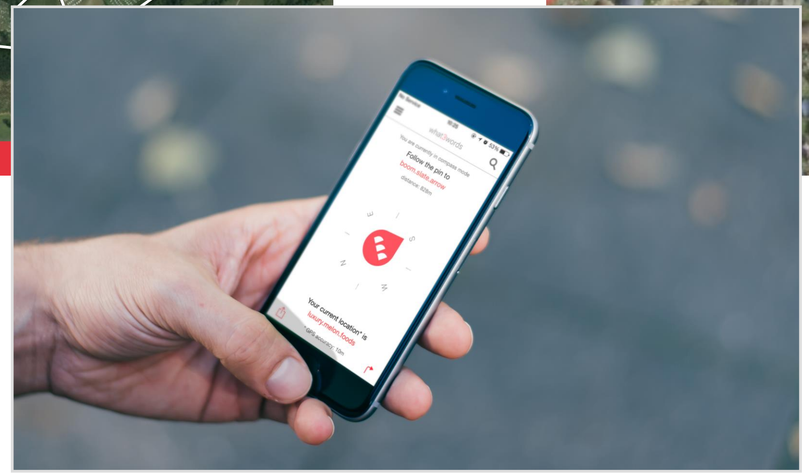
what3words
addressing the world

SEARCH AND DISPLAY IN **NORWAY**

www.norgeskart.no

FMS FESTIVAL EMERGENCY RESPONSE





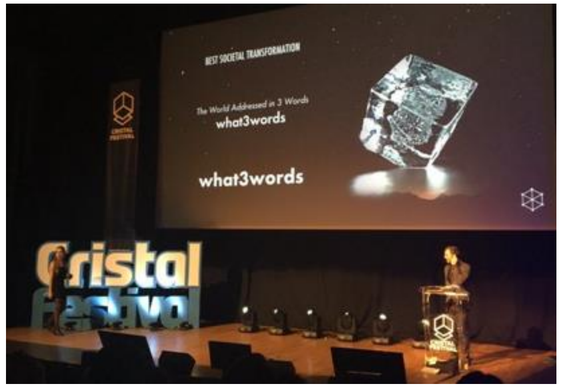
FESTIVAL MEDICAL SERVICES FMS

Professional healthcare supporting charities worldwide

BEING USED BY THE **UN** TO **REPORT DISASTERS**

w3w.co/un-asign

MULTI AWARD WINNING



CANNES LIONS

nominet trust 100

UPU UNIVERSAL POSTAL UNION

MEFFYS 2015

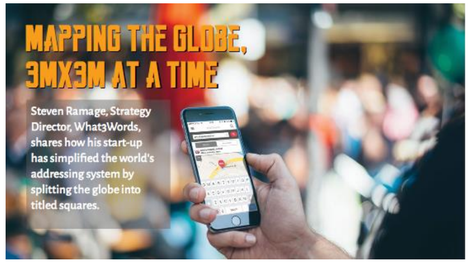
INNOVATION IS GREAT BRITAIN

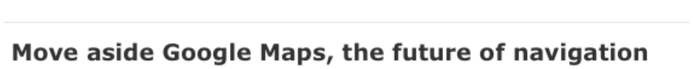
MOST CONTAGIOUS 2013

FIG FIG Working Week Christchurch New Zealand 2-6 May 2016 NZIS
Recovery from disaster

what3words addressing the world

GLOBAL THOUGHT LEADERSHIP & PRESS COVERAGE




Move aside Google Maps, the future of navigation is just three words

What3Words looks to challenge traditional coordinates with words

By **Lee Bell**

Wed Nov 18 2015, 10:16

ADVANTAGES OF USING WHAT3WORDS

Ready to go

The world's 3 word addresses are pre-assigned, and can be used instantly and cost effectively.

Words beat numbers

3 words are significantly more memorable than the equivalent alphanumeric characters or lat/long coordinates required to define the same location, and much quicker and easier to say.

Uniformity

One uniform word-based system for everyone eliminates the confusion caused by conflicting numeric and alphanumeric codes.

Offline

It functions without a data connection. This solves a perpetual constraint when in remote and unaddressed locations, or in areas with poor connectivity.

Empowerment

Words in a local language will provide unaddressed communities with a voice to communicate their needs.

Multiple Languages

what3words is currently available in most of the official UN languages, as well as several others. It can also be functional in languages such as Hausa, Swahili or Vietnamese.

Universal

It's a small piece of code that works across platforms and devices and works alongside existing geo systems and devices.

Validation

The 3 word addresses have been pre-assigned in a very specific way so as to offer a built-in validation system to correct input errors.

Steven Ramage
Director of Strategy

@steven_ramage
steven@what3words.com

@what3words
what3words.com