



/// WHAT3WORDS

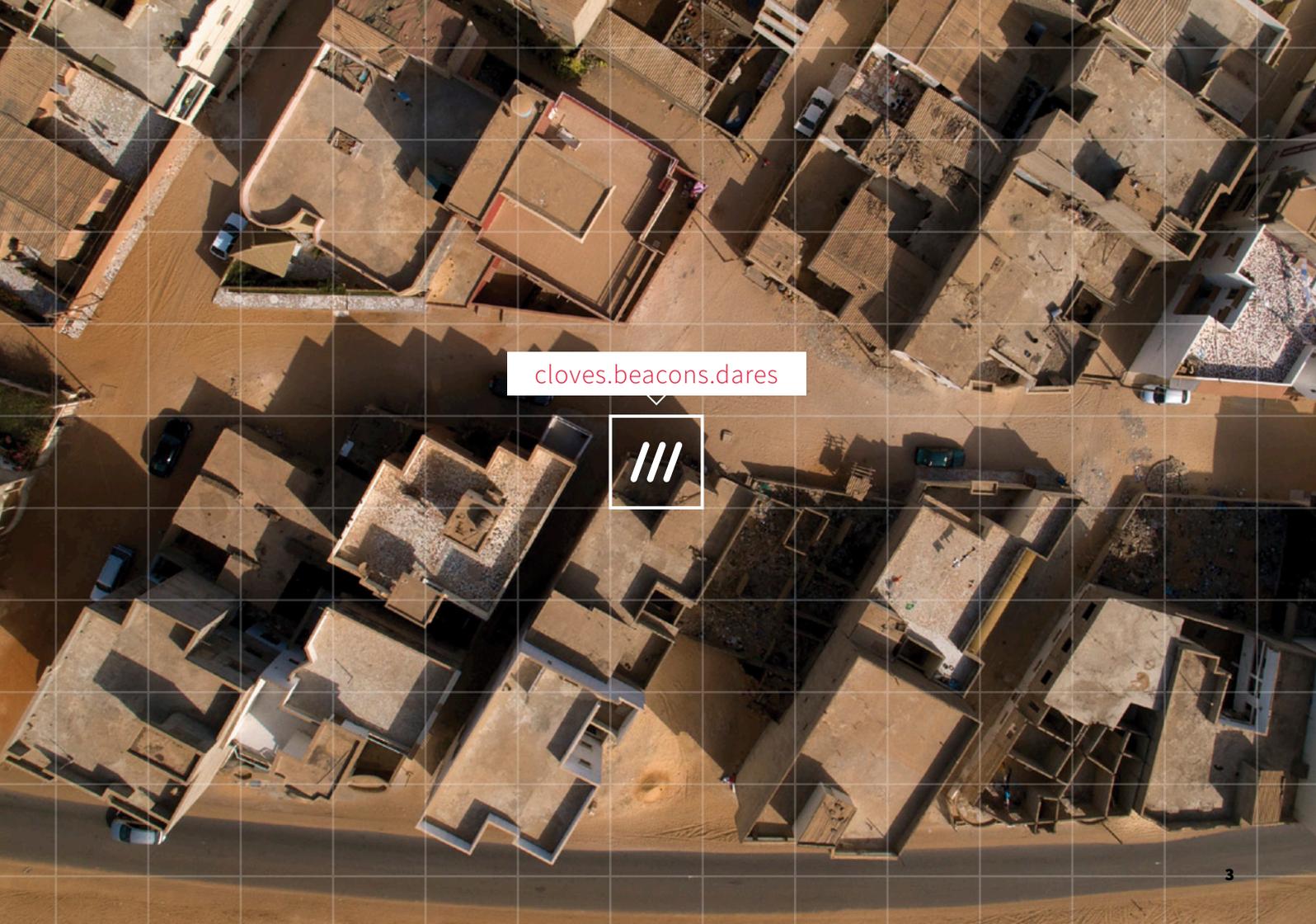
Travel and Tourism

3 words to change the world

what3words is a global addressing system.

It has divided the world into a grid of 3m x 3m squares and assigned each one a unique 3 word address.

what3words provides a precise and incredibly simple way to talk about location. And it means everyone and everywhere now has an address.



cloves.beacons.dares



How to use what3words

You can use **what3words** in a variety of ways, from off-the-shelf tools to custom-built solutions.

what3words map

The free map tool, at map.what3words.com, lets you discover and share 3 word addresses quickly and easily.

what3words app

Our free app for iOS and Android puts all the useful map features in a handy package for smartphones.

Online API

The API is a few lines of code that can add 3 word address functionality to your existing app, map or site.

Mobile SDK

This package provides the same service as the API but it can be installed on a smart device and works entirely offline.

Server SDK

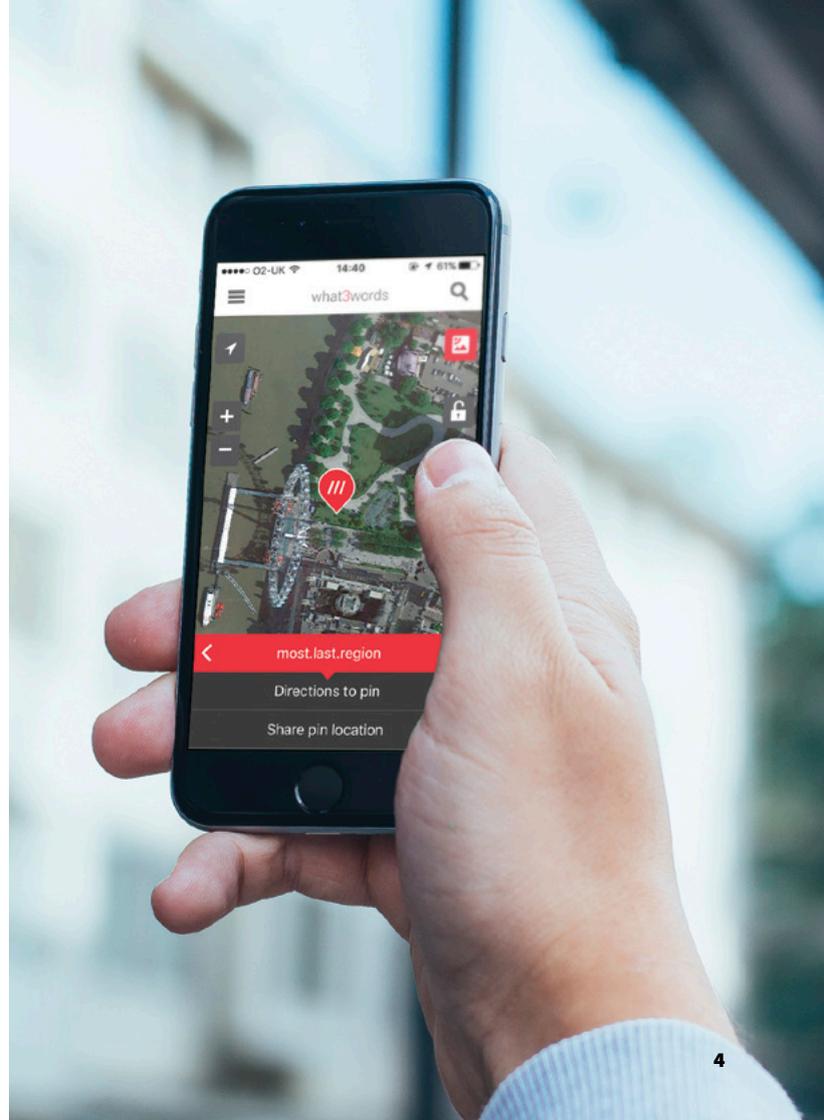
Businesses, NGOs and governments can use this service to run the **what3words** system from their own servers.

Batch conversion

This tool offers conversion from coordinates to 3 word addresses and vice versa.

GIS plugins

All the features of **what3words** can be used via plugins for GIS platforms, such as ArcGIS, QGIS and Hexagon's Smart M.Apps.





Isn't the world already addressed?

If you don't think addressing has a problem, then try to deliver a letter to one of the millions of homes without house numbers, on streets with no names. Or make a time-critical delivery to a rural business whose actual premises are far from the centre of their postcode. Or get machinery to a specific point of a vast mining site. Or even try to meet someone in the middle of a park, or get picked up by a cab in a particular spot in a busy city.

Irregular and incomplete

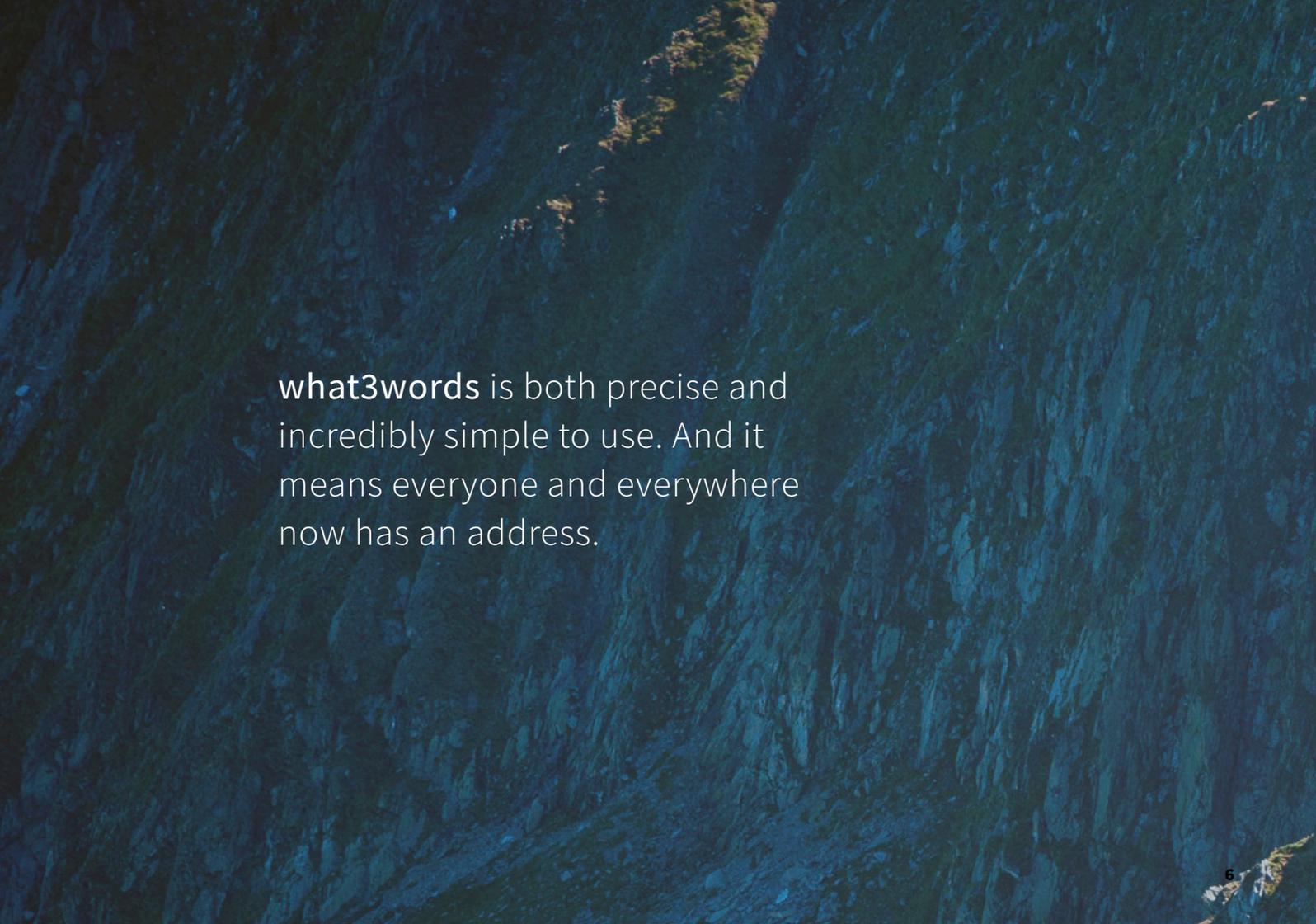
75% of the world suffers from poor addressing or none at all. The other 25% still lacks universal address coverage. Whilst improvements have been made in mapping and navigation, defining exactly where "there" is remains the single biggest issue.

Not fit for purpose

Poor addressing means deliveries go astray, businesses can't be found, aid doesn't get through, remote assets are difficult to manage and friends fail to meet up. At best, it's expensive and frustrating. At worse it hampers growth and development, restricts social mobility and affects lives.

A wealth of opportunity

The geospatial industry is worth up to \$150bn annually. Precise and consistent location referencing can not only improve global addressing, it can also connect you to untapped customer bases and new industry sectors. Once people realise the limitations of our current addressing methods, they see how 3 word addresses can become the answer to a wealth of applications.

An aerial photograph of a rugged, rocky mountain landscape. The terrain is dark and textured, with a narrow, light-colored path or ridge running diagonally across the upper portion of the image. The overall color palette is dominated by dark blues and greys, with some lighter patches where the path or ridges are visible.

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cleanest.bumped.replied

Valna Fad, Canada



Travel and Tourism

Many of the most inspiring places in the world don't have an address.

what3words is helping tourism businesses share their location, and travellers explore the world without getting lost.

Unearthing the hidden gems

For the travel and tourism industries, effectively communicating location is essential. If you can't tell people where to find you then you simply can't run your business.

With **what3words**, you can specify a location, accurate to a single 3m x 3m square on the planet - from an attraction in the heart of a city to a beauty spot in the middle of nowhere.

Even language poses no barrier. Tourists can discover a 3 word address in their native tongue or use the app to translate a foreign language address. Either way, it will still point to the same precise spot.

Improving guides, listings and apps

With **what3words**, holiday destinations are now easier for people to find and share. Travel agencies, tourism boards and rental accommodation can also display accurate and useful 3 word address details to help customers plan their trips.

Hotels, bars and restaurants can provide the precise location of their front door. Forestry commissions can pinpoint the start of a hiking trail or car park entrance. And retailers can rest assured that their customers will always locate a meeting point or find an attraction.

3 word addresses can also be communicated easily between people. Travel guides and listings can print a 3 word address in magazines or travel documents. Locations can be shared via social media. And friends can find the 3 word address for every stop on their trip.

Smartphone apps have already revolutionised the way we travel. And **what3words** make this experience even better. City journeys can now be made between accurate 3 word addresses. Rural locations can be found, even when a phone signal can't. Even holiday photos can be tagged with the precise 3 word location and shared with friends or on social media.

Making the outdoors great

3 word addresses are also helping those who choose to venture off the beaten track. With so much of the world waiting to be explored, and yet most of it also unaddressed, finding your slice of paradise can be a challenge.

With **what3words**, campsites no longer have to rely on descriptive directions or unreliable signage to point customers to their front gate. Instead, a simple 3 word address can identify their location - whether surrounded by farmland in rural England or hidden in the great North American forest.

Adventure tour operators can also use 3 word addresses to plan their itineraries and venture deep into uncharted territory, safe in the knowledge that they'll always find camp at the end of the day.

In fact, 3 word addresses can be used to identify virtually anything on the planet - a unique rock formation in the Outback, a canal lock along a waterway, the entrance gate to a temple high in the mountains. If it exists somewhere on the planet then it already has a 3 word address.

Featured case studies



Landmark Hotels

Over the years, Landmark Hotels & Suites have grown to become a key hospitality player across the Middle East. The hotel group has listed the 3 word address of all its properties, making it even easier for customers to find their home away from home.



Hedonist's Guide

This high-end travel guide and magazine is the ultimate handbook to the best hotels, restaurants, bars, clubs, shops and sights in 50 cities around the world. To ensure travellers find their way, Hedonist's Guide has added 3 word addresses to every destination on their list.



Nomadic Off-Road

For adventure tour operator, Nomadic Off-Road, the true wonders of Mongolia can only be found by leaving the paved streets and heading into the wilderness. The team uses 3 word addresses to help plan their bike excursions and still find camp at the end of the day.



Partners



Airsorted

Airsorted takes the hassle out of renting your place. They manage everything, from availability and bookings to cleaning and maintenance. The service also captures the 3 word address of the property entrance, so guests know exactly where to find your front door.



Oz by Camper

This map-based travel guide helps holidaymakers locate the best camp sites and camping services in Australia. Oz by Camper has integrated **what3words** into its service, providing accurate 3 word addresses for even the most remote camping spots in the Outback.



Pocket Earth

Targeted at travellers and hikers, PocketEarth's apps offer global travel guides and offline maps for every adventure. You can search and navigate to 3 word addresses around the world, and display the 3 word address for every location instead of GPS coordinates.





Aramex

This global logistics giant has integrated 3 word addresses into its systems via the API, to significantly optimise their last mile operations. Consumers can now pinpoint their delivery location to a unique 3m x 3m square, anywhere in the world; ensuring goods arrive first time, on time.



United Nations

what3words is now used by the UN as part of its disaster recovery initiative. Live disaster maps use 3 word addresses to identify key locations - from damaged flood defences to local medical facilities. They can also accurately pinpoint areas requiring emergency aid.



Navmii

The award-winning smart navigation and traffic app has integrated **what3words**. Users can now discover, share and navigate to a 3 word address, straight from the Navmii app. It's the ideal solution for places without a postcode or where street addresses are unreliable.



Why should I use what3words?

what3words gives everyone and everywhere a 3 word address. It's precise, simple and unique. And it's changing the way people and business talk about location.

Words beat numbers

Using words means that non-technical people can discover and understand a 3 word address more easily than a postcode or GPS coordinates. They can also share that address more quickly, more accurately and with less ambiguity than with any other system.

Memorable and practical

The **what3words** system uses a word list of up to 40,000 words, depending on the language version used. The algorithm sorts the list so that simpler and more common words are used in more populated areas, whilst longer words feature in unpopulated areas.

In your language

3 word addresses can be discovered in a range of languages, with more added all the time. Customers can use their native language or the language of the country they're in. To avoid confusion, no words are shared between language versions. Once they find a 3 word address in one language, they can switch languages and discover the 3 word address for that same 3m x 3m square in a different language.

Always consistent addressing

The **what3words** system is fixed and will never change. So a 3 word address today will still be the same in 10 years' time. The square size of 3m x 3m is consistent across the globe, eliminating the need to switch between addressing formats or coordinate systems based on a country or industry sector.



Simple yet accurate

The **what3words** algorithm takes complex GPS coordinates and converts them into unique 3 word addresses. The 3 word address can then be communicated to anyone, anywhere.

Offline search available

The **what3words** system uses a mathematical algorithm, held in a package around 12MB in size. As such, it will comfortably fit on a modern smartphone. It also means that you can search for a 3 word address online and offline, or where a data connection is unreliable.

Auto suggested addresses

3 word addresses are intentionally randomised and unrelated to the squares around them. To avoid confusion, similar sounding addresses are also placed as far from each other as possible. Whilst a user is entering a 3 word address, the app will account for spelling errors and other typing mistakes and make suggestions, based on 3 word addresses nearby.

Voice activated searches

We are shortly releasing voice input, so you can search for a 3 word address by speaking it. This can vastly improve how we navigate when driving, particularly where street names are ambiguous or conventional street address searches drop pins in the centre of buildings, rather than at their entrance.



toolbox.portable.gallery

Naukluft Park, Namibia

The new language for location

As we continue to integrate new technologies into our daily lives, so the role of precise and reliable addressing becomes ever more important. Better addressing enhances the customer experience, delivers business efficiency, drives growth and supports the social and economic development of countries. **what3words** is already leading the way with these new solutions, to help improve the lives of everyone across the globe.



- Enabling voice and text input to smart devices, wearables, Internet of Things, cars.



- Accurate location sharing, to support on-demand delivery in the global marketplace.



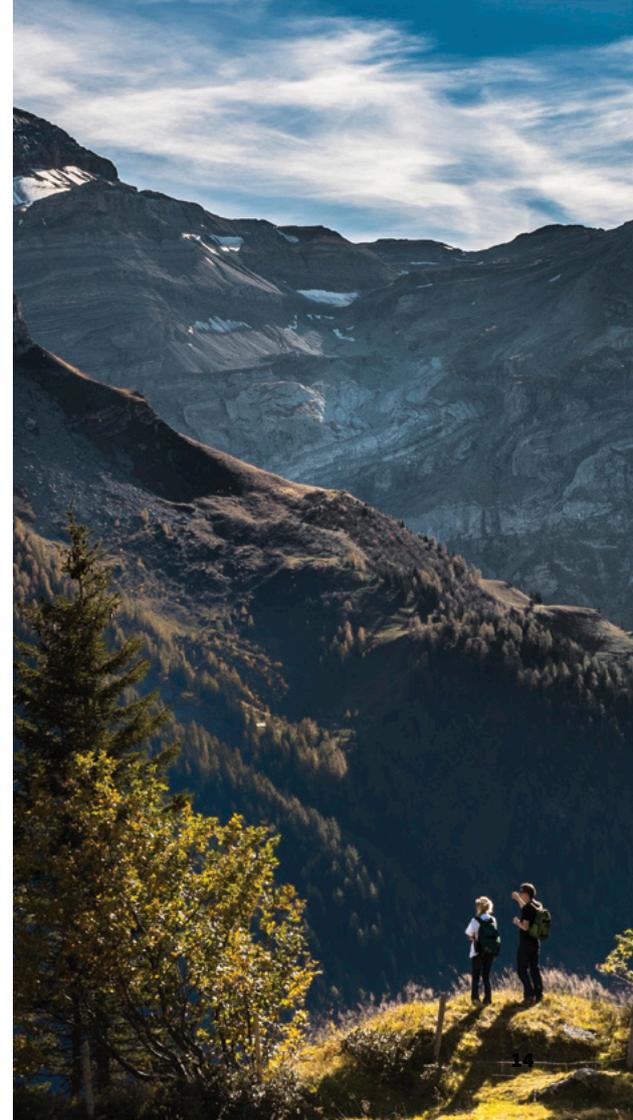
- Universal system for location, to reference anywhere in the world in your own language.



- UAV (drone) waypoint and destination support for better interaction between business and consumers.



- Sharing location between people across multiple channels – voice, text, messaging apps, social media.



Our Mission

A key ingredient for business

what3words can be integrated into other platforms, so businesses and individuals can add simple and precise addressing to their own products and services.

This supports our wider objectives, to improve the customer experience and reduce frustration, drive efficiencies in deliveries and logistics, and enable e-commerce growth.

We're also committed to helping improve and save lives for governments, NGOs and charitable organisations.



Doing business to do good

what3words will always be free for individuals to use on our own site and apps. We offer ways to use our business software packages for free, including a specific programme for non-profits.

Our business model is based around commercial agreements with clients, partners and distributors, and charging them for access to the API or SDK.

Our API, SDKs, code libraries and examples are all available, at developer.what3words.com

Behind the idea



Jack Waley-Cohen (left), Chris Sheldrick (right)

Originally from the music industry, **what3words** CEO Chris Sheldrick identified the need for a better addressing system, after bands and equipment constantly kept getting lost.

He enlisted a friend's help and the two devised a way to turn GPS coordinates into user-friendly words. The first 3 word address algorithm was born – on the back of an envelope.

what3words was formed in March 2013. The company continues to grow, in terms of expertise and experience, product development, investment and adoption.

“A fiendishly clever solution”

-*The Times*

“Three little words could transform e-commerce”

-*Bloomberg*

“If your company makes deliveries, this mapping startup is your new best friend”

-*INC*

“One of the cleverest technologies I have seen”

-*The Financial Times*

“Move aside Google Maps, the future of navigation is 3 words”

-*The Inquirer*

“Ridiculously clever”

-*Metro*

Awards



Investors



Get in touch

WHAT3WORDS

 index.home.raft

213 Westbourne Studios
242 Acklam Road
London
W10 5JJ
United Kingdom

contact@what3words.com
what3words.com



cave.arrive.rider

Los Angeles, USA



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