

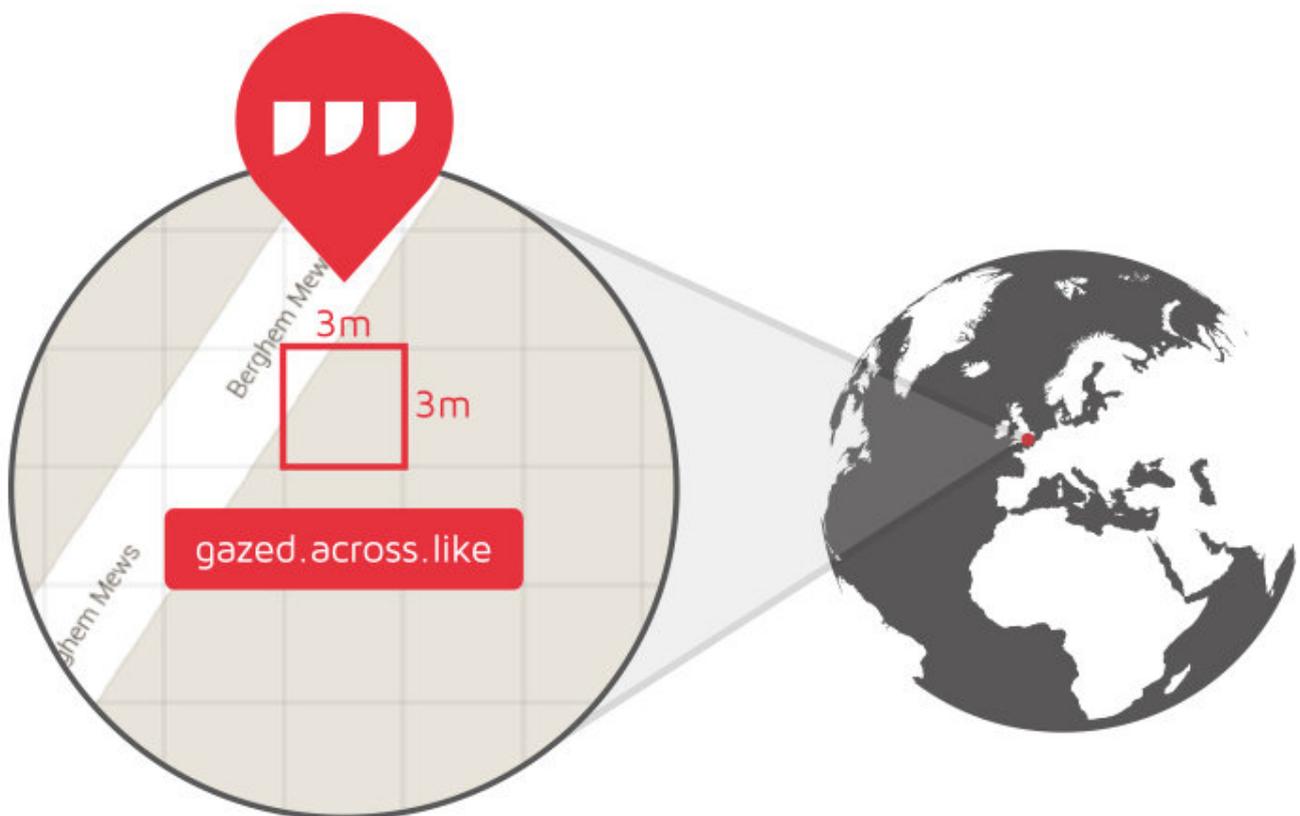
Addressing just got Easier

Esri adds Innovative 3 Word Address and Location System to ArcGIS Marketplace

what3words announced today that it will be providing its innovative 3 word address and location reference system to [ArcGIS Marketplace](#). ArcGIS Marketplace is a destination that enables ArcGIS users to search, discover, and get apps and content from qualified providers.

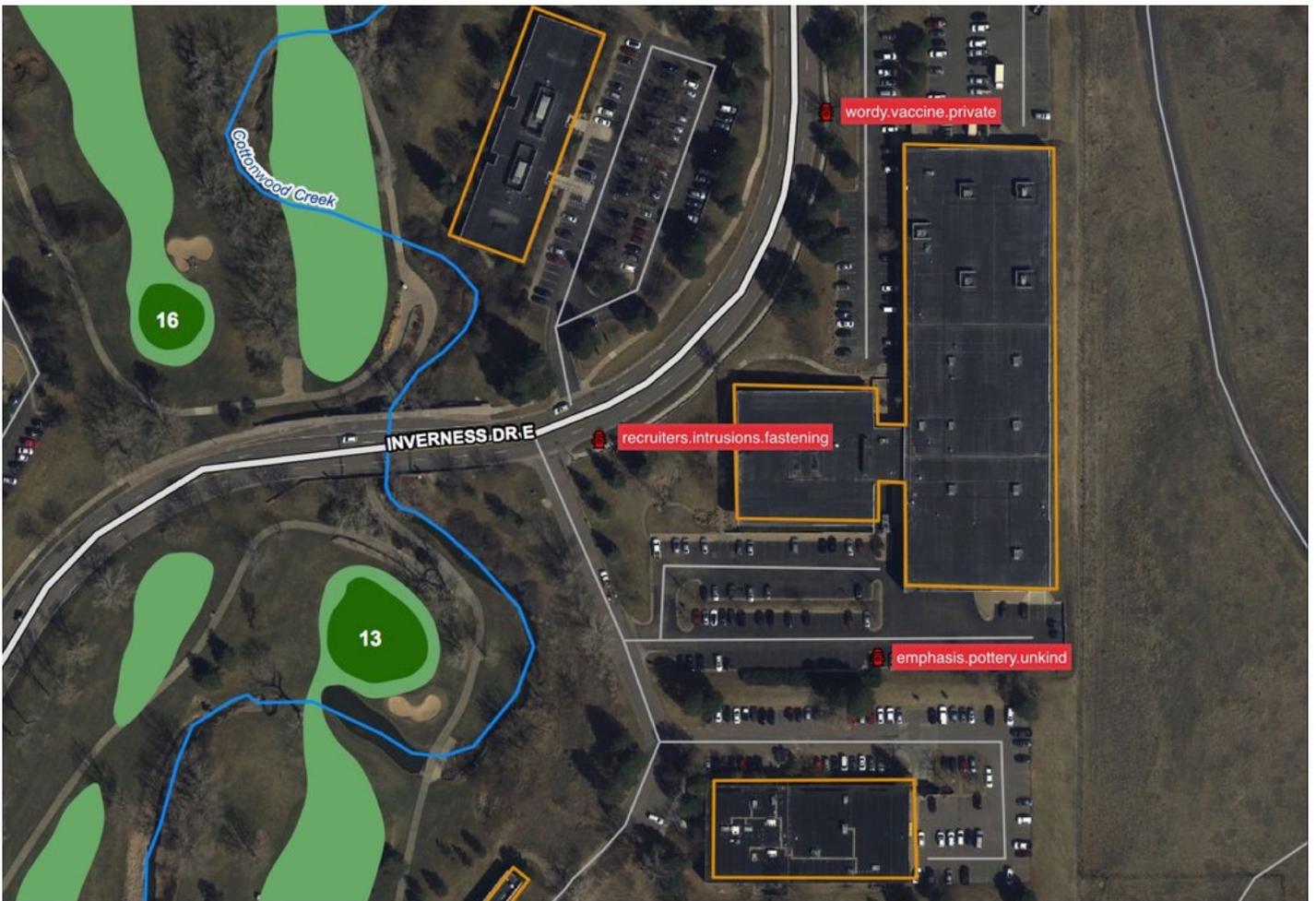
A simple address

what3words is an addressing and location reference system based on a global grid of 57 trillion squares of 3m x 3m; each square has a unique pre-assigned 3 word address.



For example, `recruiters.infusions.fastening` is the location of a fire hydrant on Inverness Drive East highway in Denver, Colorado. This what3words system is being used by Esri partner Metcom911 to manage 57,000 fire hydrants serving over a million people to ensure fast and effective response to emergencies.





“Location information is a fundamental business tool,” Jack Dangermond, president and founder of Esri. “Being able to communicate location is essential so it can be used by anyone. What3words provides a platform that is straightforward and simple, which is especially important in geographies that lack addressing or place name description data. Essentially, addressing just got easier”

Poor addressing inhibits GIS

Street addressing is irregular and incomplete; finding a specific location and communicating it to others is still a very imperfect science. Whilst coordinates work well for many GIS professionals, they are error-prone and badly understood by non-GIS users, which prohibits their more widespread use.

A key ingredient for Esri Partners

what3words is being used in over 170 countries by navigation, logistics, post, utilities, census and data collection organisations where inaccuracies and friction with coordinates cause erroneous and incomplete data and ambiguity. Esri partners including Tensing, York County, Emu Analytics, OBB and Metcom911 already use what3words within their ArcGIS platforms.

Better addressing for everyone

The human-friendly nature of 3 word addresses combined with the scale and reach of ArcGIS means not only that everywhere now has a simple address, but that absolutely everyone can use it.

Supporting innovative approaches

what3words is an Emerging Business Partner in the Esri Startup Program, a three-year program designed to empower small companies to solve big problems with the use of geospatial technology.

Learn more what3words.com/esri or go to the [marketplace listing](#).

ABOUT WHAT3WORDS

what3words is a global grid of 3m x 3m squares where each square has been pre-allocated a fixed and unique 3 word address.

75% of the world suffers from inconsistent, complicated or inadequate addressing systems.

This means that around 4 billion people are invisible; unable to report crime; unable to get deliveries or receive aid; and unable to exercise many of their rights as citizens because they simply have no way to communicate where they live.

It means that in remote locations water facilities can't be found, monitored and fixed; and schools, refugee camps and informal settlements remain unaddressed. Even in countries with advanced systems, people get lost, packages aren't delivered and businesses aren't found.

Poor addressing is costly & annoying in developed countries, but limits growth and threatens lives in developing ones.

Our API is being integrated into businesses, apps & services. It works across all platforms and devices, in multiple languages, offline and with voice recognition.

What3words means everyone and everywhere now has an address.



what3wordsnewsroom