



## what3words to be Honoured as Tech Awards Laureate 2015

3 word addresses are recognised as an innovation that pushes the boundaries of change.

The Tech Awards has announced their 10 international laureates for 2015 including innovative addressing company what3words.

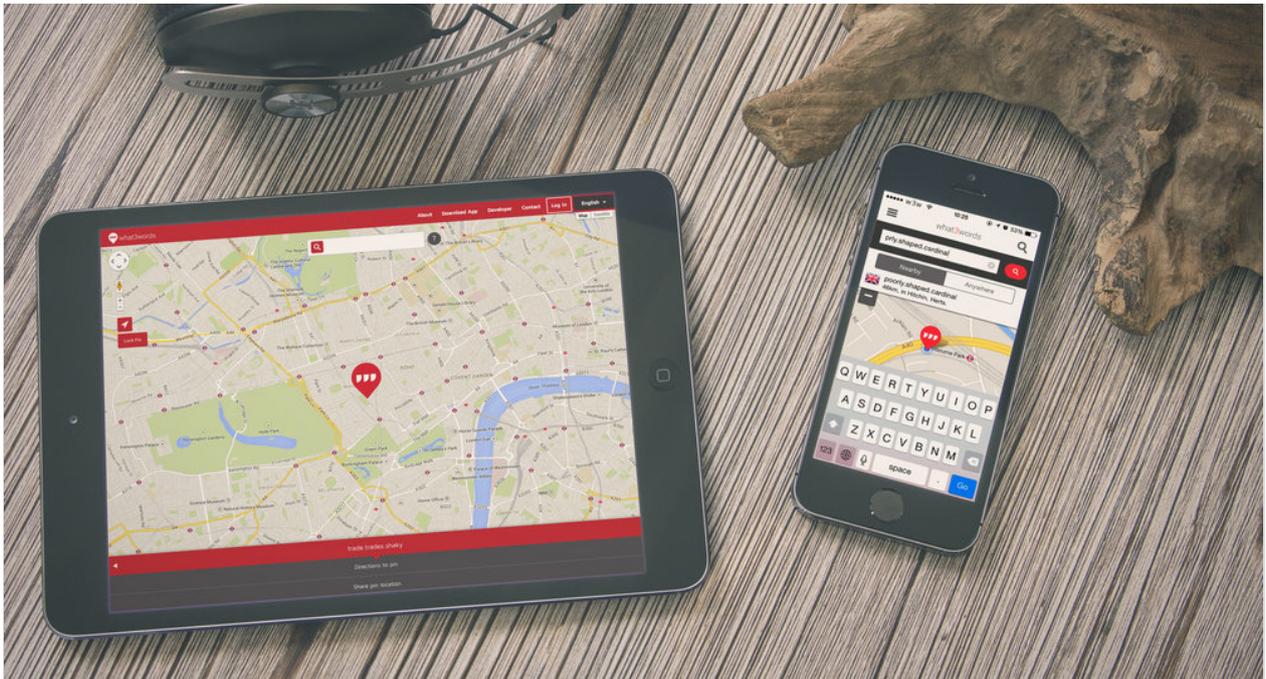
The signature program of The Tech Museum of Innovation in Silicon Valley recognises innovators from around the world that apply technology to benefit humanity.

*“Many of our award winners are addressing some important issues around the world,,*

— Janette Ciborowski, The Tech Awards

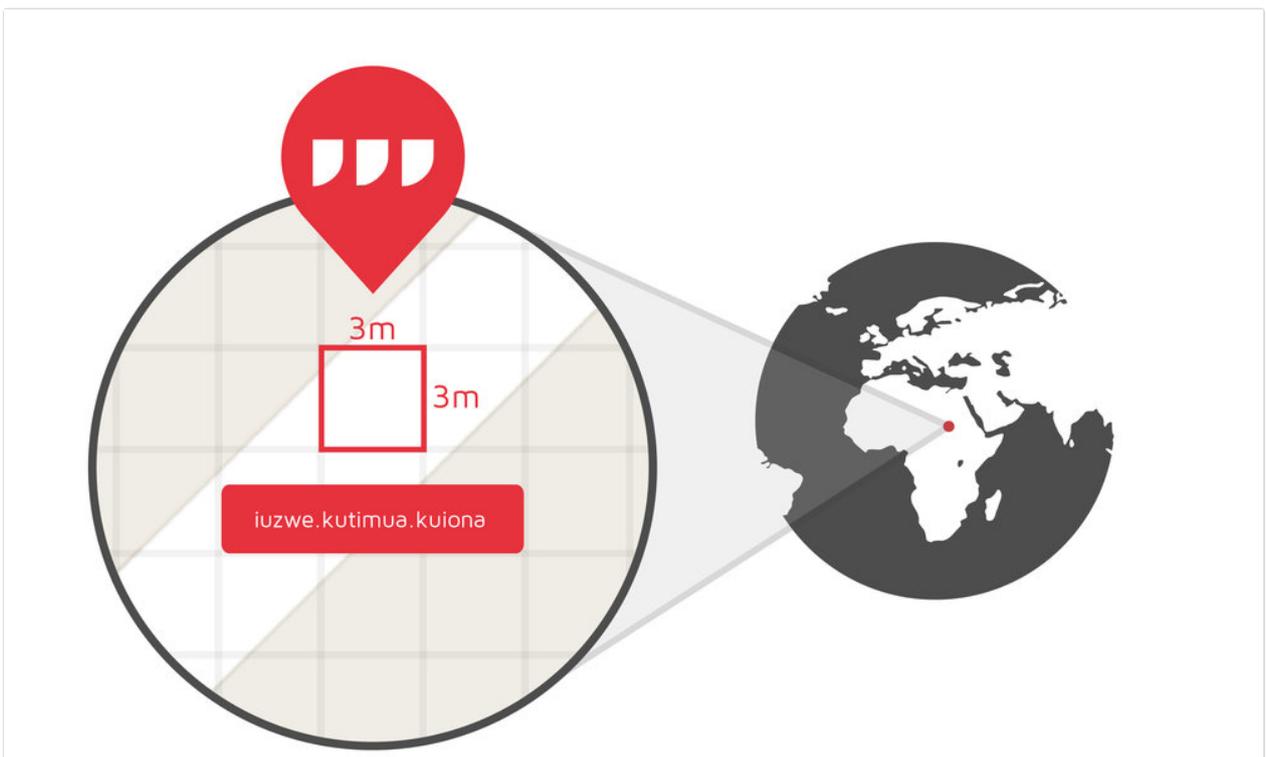
Each laureate is awarded \$50,000 and join the prestigious list of 277 others who have been honored since the inception of The Tech Awards. This year marks the 15th annual gala of The Tech Awards, often referred to as the “Oscars of Silicon Valley.” The gala will take place on November 12, 2015, at the San Jose McEnergy Convention Centre or [lakes.marble.month](http://lakes.marble.month).





what3words were awarded the [Sobrato Organization](#) Economic Development Award for their global addressing system.

what3words is based on a global grid of 57 trillion 3mx3m squares where each square has been assigned a unique 3 word address. Currently 75% of the world's population do not have an address.



A simple 3 word address means that people can receive aid, deliveries, diseases can be managed and small businesses set up.

what3words is being used by individuals and business around the world. In Tanzania In2care are [addressing mosquito traps](#) when they are installed so they can be found again and serviced. In India 3 word addresses are helping to [deliver solar lights](#) in the slums of Bangalore.



Other laureates include BeeLine Reader of Redwood City, which improves reading fluency and efficiency with a digital tool that guides the eye for online reading; and DayOne Response, based in San Francisco, which offers a lightweight, backpack-sized emergency water purifier system that has provided 7 million liters of clean water to global disaster victims.

See here for the [complete list of laureates](#).

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## ABOUT WHAT3WORDS

what3words is a global grid of 3mx3m 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.



what3wordspressroom