



## what3words Delivers 3Word Addresses to Esri ArcGIS Platform

*“ Addressing has just got easier,,*

— Jack Dangermond, President of Esri

[what3words](#) announced today that it will be providing its innovative 3 word address and location reference system to the ArcGIS platform. 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.

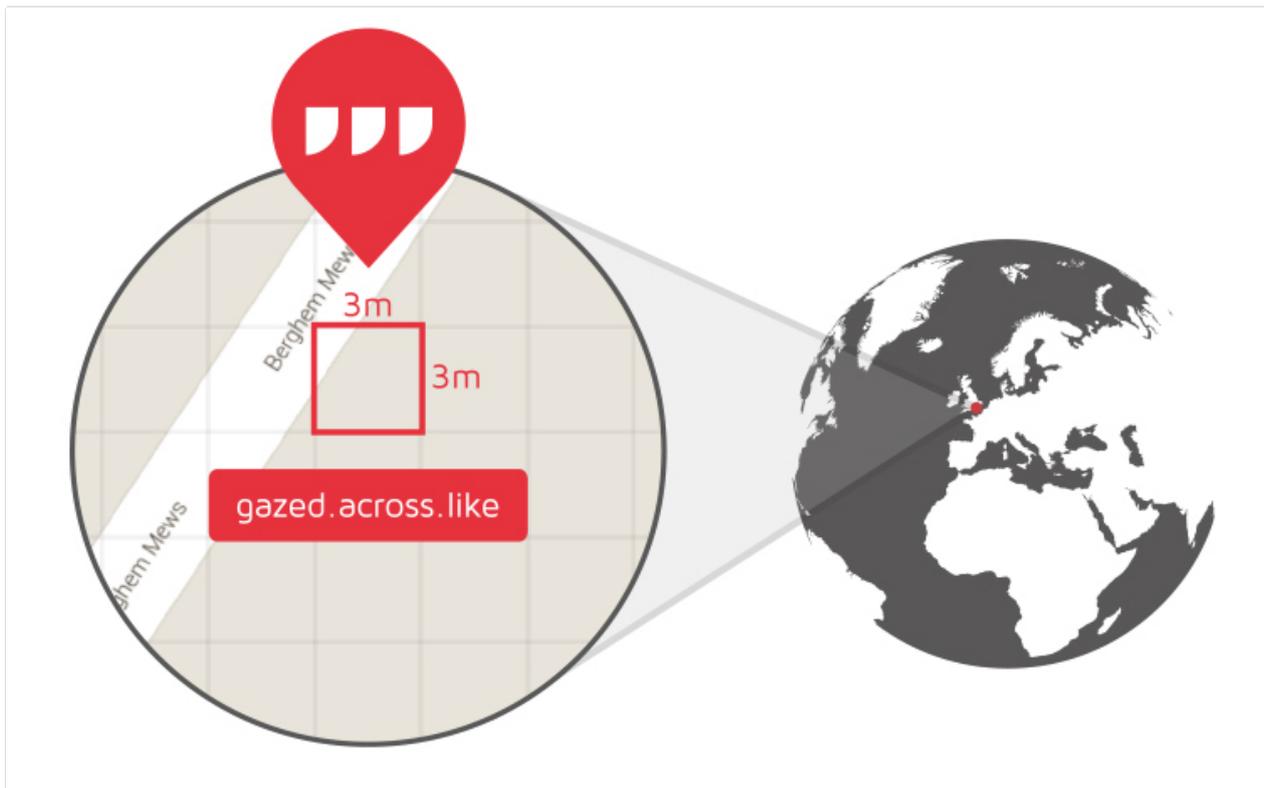
### **A simple address**

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, `crayon.giants.liking` is a perfect spot in the Grand Canyon to take a picture of the Kaibab Suspension Bridge across the Colorado River.

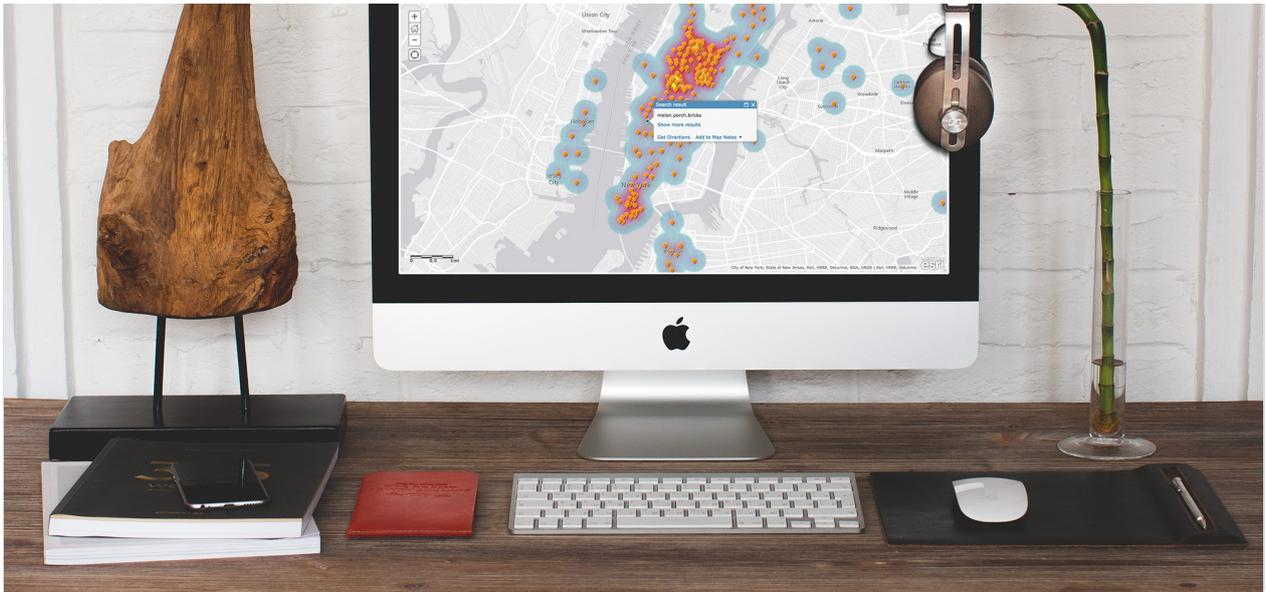
*“Geographical information is a fundamental business tool. A simple way to communicate location is essential to unleash its full potential for everyone, what3words has solved a major aspect of that, particularly in geographies that are disadvantaged with lack of addressing and place name description data.,”*

— Jack Dangermond, President of Esri



Poor addressing is frustrating & costly in developed countries, and it hampers the growth and development of many nations around the world. Street addressing is irregular and incomplete; finding an address 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.





## Technically flexible

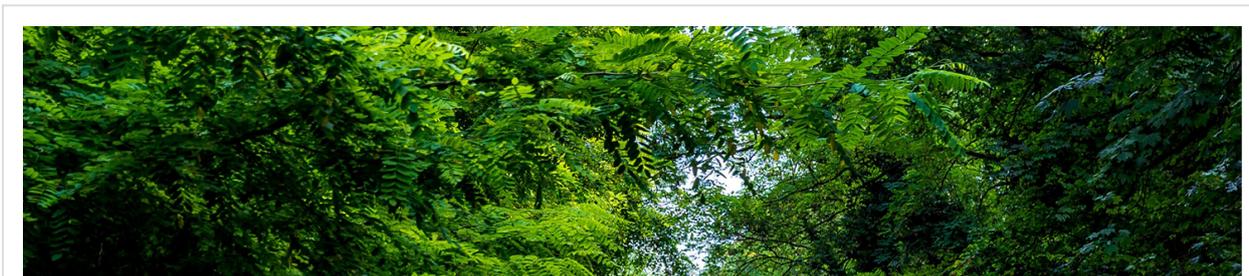
The simple what3words system is now available as a locator, accessible via the industry-leading ArcGIS platform from Esri.

The locator allows ArcGIS platform users to display the 3 word address for any location or search for a 3 word address, either individually or via batch conversion to and from coordinates. It makes full use of the Esri Geoinformation Model and is accessible online or offline, anywhere in the world.

The what3words locator can be configured at an organization level, whatever the ArcGIS deployment model, so that any roles and users can access it across the entire ArcGIS platform.

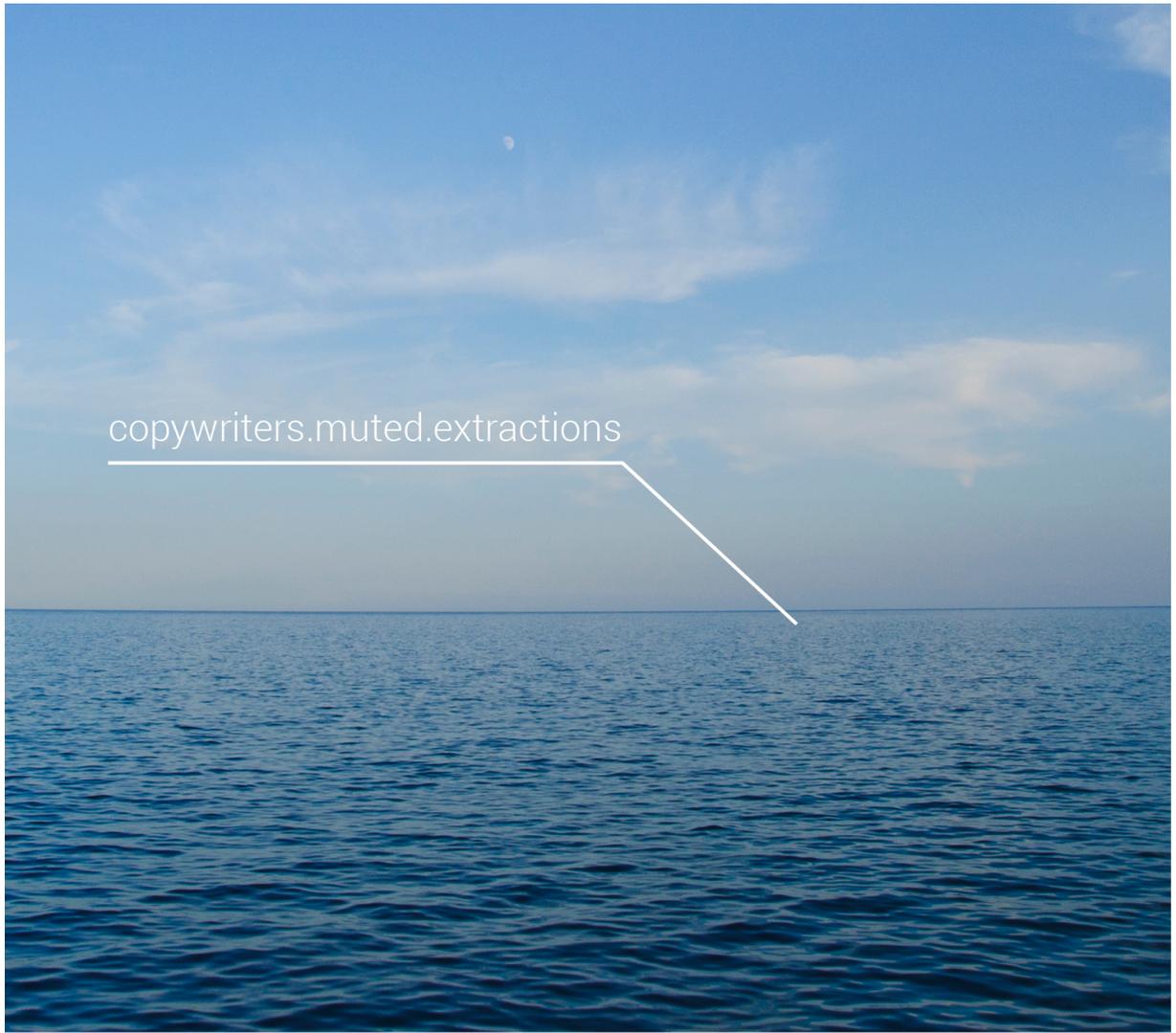
*“Using 3 words instead of long sequences of coordinates or complicated alphanumeric codes means that people can identify any location accurately and communicate it more quickly, more easily and with less ambiguity.”*

— Chris Sheldrick, CEO what3words

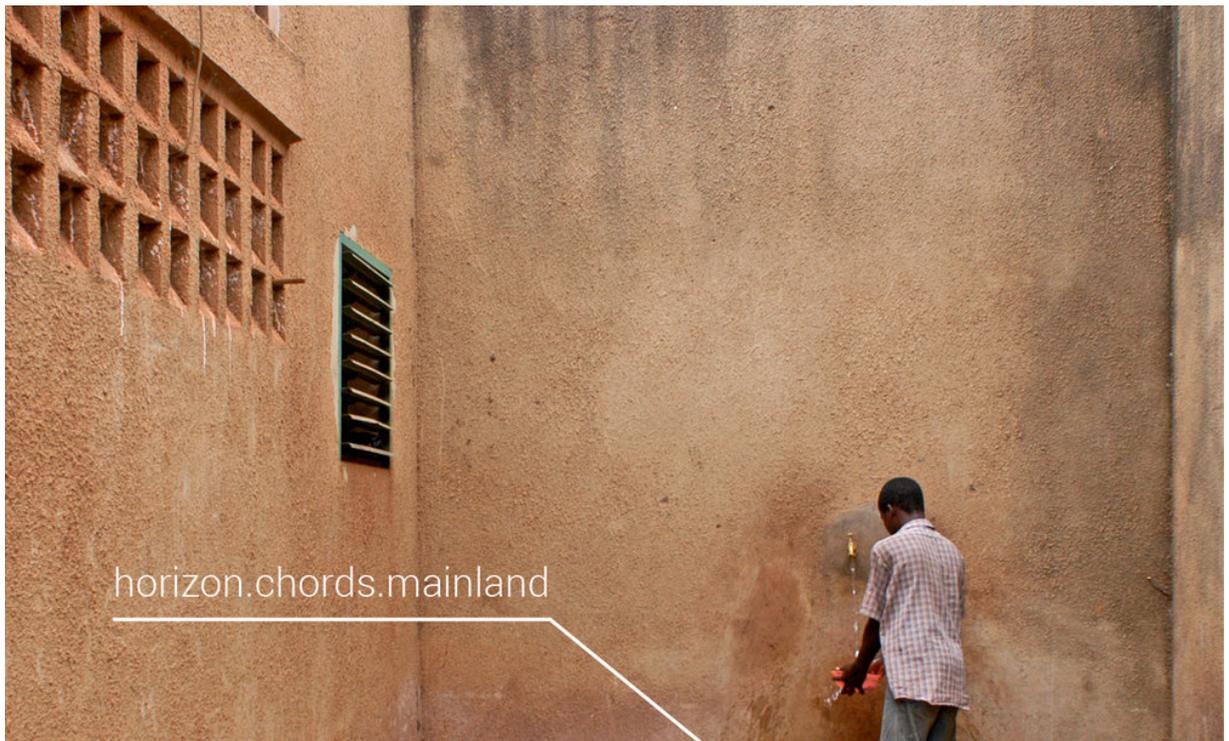








copywriters.muted.extractions



horizon.chords.mainland



## Human communication

The what3words system is non-sequential and non-hierarchical to ensure human communication errors are intercepted. The system distributes similar 3 word addresses far apart, often in different countries, to allow manual or automated error detection in real time.



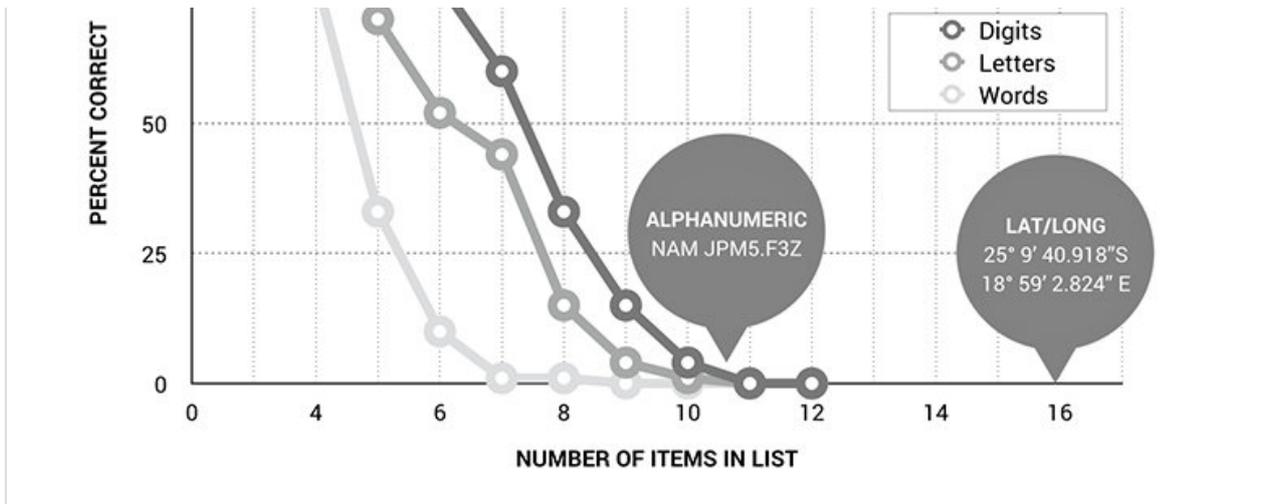


what3words  
gazed.across.like

### IMMEDIATE MEMORY SPAN FOR DIGITS, LETTERS & WORDS



JM Journal of Psychology; Jan 1, 1957  
"A Comparison of Immediate Memory Span for Digits, Letters, and Words"  
Department of Psychology, Miami University  
C. W. Crannell & J. M. Parrish



## Better addressing foreveryone

Better addressing can significantly improve customer experiences for the navigation, logistics, post, utilities, census and data collection sectors where inaccuracies and friction towards coordinates cause erroneous data, incomplete data and ambiguity. Municipalities and governments exchanging geographic data with their citizens will also benefit by introducing a system which can be easily understood by the general population.

*“ Our conversations with Esri partners and users have been overwhelmingly positive and those who have participated in our beta trials are keen to introduce what3words throughout their workflow. ”*

— Chris Sheldrick, CEO what3words

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.

Learn more and access the locator at [w3w.co/esri](https://w3w.co/esri).

## CLIPPINGS

### **what3words Delivers 3 Word Addresses to Esri ArcGIS Platform**

↪ [Source: Directions Mag](#)

### **what3words Delivers 3 Word Addresses to Esri ArcGIS Platform**

↪ [Source: GISuser.com](#)

### **A Fresh Take on Addressing**

↪ [Source: ArcNews](#)

### **what3words Delivers 3 Word Addresses to Esri ArcGIS Platform**

↪ [Source: Geospatial PR](#)

### **what3words Delivers 3 Word Addresses to Esri ArcGIS Platform**

↪ [Source: MundoGeo](#)

### **what3words Delivers 3 Word Addresses to Esri ArcGIS Platform**

↪ [Source: GeoConnexion](#)

### **what3words Delivers 3 Word Addresses to Esri ArcGIS Platform**

↪ [Source: GIS Cafe](#)

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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.

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what3wordsnewsroom