THE WORLD IS POORLY ADDRESSED
4 BILLION PEOPLE DON’T HAVE AN ADDRESS
The lack of a complete, correct and unique national addressing system constitutes a major socio-economic challenge for a number of developing countries.
STREET ADDRESSING IS EXPENSIVE & TIME CONSUMING
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
THE ONLY OPTION IS ACCURATE BUT DIFFICULT TO REMEMBER & USE

25° 9’ 40.918” S 18° 59’ 2.824” E
WHAT3WORDS IS A NEW GLOBAL ADDRESS SYSTEM
WORDS BEAT NUMBERS FOR COMMUNICATION

IMMEDIATE MEMORY SPAN FOR DIGITS, LETTERS & WORDS

- Digits
- Letters
- Words

- ALPHANUMERIC: NAM.UPM5.F3Z
- LAT/LONG: 25° 9' 40.918'S 18° 59' 2.824'E

M. Journal Psychology, 1, 1987
"A Comparison of Immediate Memory Span for Digits, Letters, and Words"
Department of Psychology, Iowa University
C. R. Conway & J. P. Marsh
WORDS WORK EVERYWHERE
WORDS MEAN YOU CAN SPOT ERRORS
WORDS ALLOW INTELLIGENT DISTRIBUTION
LANGUAGE EMPOWERS COMMUNITIES
A COMMON COMMUNICATION LANGUAGE

- Government
- Logistics
- Commerce
- Utilities
- Aid
- Navigation
- Mapping
- Recreation
- Tourism
- Residential
- Emergency
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
WHAT3WORDS FOR LAND ADMINISTRATION

• 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
WHAT3WORDS FOR LAND ADMINISTRATION

- IMPROVE **FINANCIAL INCLUSION** AND OPEN NEW MARKETS
- **CITIZEN REPORTING**
- **TOURISM** AND EASE OF COMMUNICATION
- TAKE THE PLACE OR ENHANCE A POSTAL CODE BASED SYSTEM FOR **DELIVERY**
BEING USED IN THE TOWNSHIPS TO DELIVER MEDICINES

vimeo.com/what3words/township
BEING USED IN THE FAVELAS TO DELIVER PACKAGES

w3w.co/cartero-amigo
BEING USED IN THE **SLUMS** TO **DELIVER LIGHT**

w3w.co/pollinate-energy
BEING USED IN RURAL AFRICA TO ERADICATE MOSQUITOS
COORDINATING 40 PROJECTS WITH USAID RWANDA
IDENTIFYING WATER POINTS IN TANZANIA
DEMO SITE ON GITHUB FOR JAPAN
SEARCH AND DISPLAY IN NORWAY

www.norgeskart.no
BEING USED BY THE **UN** TO **REPORT DISASTERS**

w3w.co/un-assign
MULTI AWARD WINNING
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 19 2015, 10:16
Steven Ramage
Director of Strategy

@steven_ramage
steven@what3words.com

@what3words
what3words.com