THE WORLD IS POORLY ADDRESSED
4 BILLION UNADDRESSSED

COMMISSION ON LEGAL EMPOWERMENT OF THE POOR,
UNITED NATIONS DEVELOPMENT PROGRAMME - 2008
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
AN ADDRESS WILL **START WITH**, OR **AT LEAST INCLUDE** A **BUILDING NUMBER**
ROYAL OPERA HOUSE, COVENT GARDEN, LONDON, WC2E 9DD, UNITED KINGDOM
NO BUILDINGS ARE NUMBERED ZERO
0 EGMONT ROAD, MIDDLESBROUGH, TS4 2HT
OK, BUT THEY WON’T HAVE NEGATIVE NUMBERS
-1 PRIORY ROAD, NEWBURY, RG14 7QS
BUT THERE’LL ONLY BE **ONE NUMBER** IN THE ADDRESS, **SURELY**?
5/F, CITYPLAZA 3, 14 TAIKOO WAN ROAD, ISLAND EAST, HKSAR
AHA! BUT THERE’LL BE A ROAD NAME!
2 MI N THEN 3 MI W OF JENNINGS, OK 74038
FALSEHOODS PROGRAMMERS BELIEVE ABOUT ADDRESSES

www.mjt.me.uk/posts/falsehoods-programmers-believe-about-addresses/
POOR ADDRESSING IS COSTLY & FRUSTRATING IN THE DEVELOPED WORLD...
...AND LIMITS GROWTH & COSTS LIVES IN DEVELOPING ONES
POOR ADDRESSING HAS A MASSIVE IMPACT
“A reduction of one mile per driver per day translates to savings of up to $50 million a year.”

Jack Levis
Director of Process Management at UPS
POOR ADDRESSING HAS A MASSIVE IMPACT

1 mile/driver = $50m

80% calls - where are you?

22m hours lost abroad
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

51.498262, -0.218533
WORDS BEAT NUMBERS FOR COMMUNICATION

IMMEDIATE MEMORY SPAN FOR DIGITS, LETTERS & WORDS

- Digits
- Letters
- Words

ALPHANUMERIC
NAM: JPM5-F3Z

LAT/LONG
25° 9' 40.918'S
18° 59' 2.624'E

M. Journal of Psychology, Jan 1, 1987
A Comparison of Immediate Memory Span for Digits, Letters, and Words
Department of Psychology, Temple University
C. A. Cotterill & L. M. Flaher
WORDS WORK EVERYWHERE
WORDS MEAN YOU CAN SPOT ERRORS
WORDS ALLOW INTELLIGENT DISTRIBUTION

table chair lamps

curiosity peach deconstructs
LANGUAGE EMPOWERS COMMUNITIES
A COMMON COMMUNICATION LANGUAGE
OFFLINE AND AUTOSUGGEST CORRECTIONS

EVEN IF YOU ARE OFFLINE, YOU CAN NOW NAVIGATE TO A 3 WORD ADDRESS

COMPASS MODE
now available on Android

what3words
what3words.com/android

EVEN MAKING A MISTAKE WILL NOW GET YOU TO A 3 WORD ADDRESS

AUTOSUGGEST
now available on Android

what3words
what3words.com/android
ALL YOUR LAT, LONG COORDINATES NOW HAVE 3 WORD ADDRESSES

BATCH CONVERSION AND EXCEL PLUGIN

ALL YOUR LAT, LONG COORDINATES CAN NOW BE EASILY CONVERTED TO 3 WORD ADDRESSES
HOW TO FIND A 3 WORD ADDRESS

1. Type in your postcode, street address or business name.

2. View the map and zoom in to grid level.

3. Switch to satellite view and unlock pin.

4. Move pin to actual location, the 3 word address is displayed on the red bar.
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
• 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
• IMPROVE **FINANCIAL INCLUSION** AND OPEN NEW MARKETS

• **CITIZEN REPORTING**

• **TOURISM** AND EASE OF COMMUNICATION

• ENHANCE POSTAL CODE SYSTEM FOR **DELIVERY**
BEING USED IN THE FAVELAS TO DELIVER PACKAGES

w3w.co/cartero-amigo
BEING USED IN THE TOWNSHIPS TO DELIVER MEDICINES

vimeo.com/what3words/township
BEING USED IN **INDIA** TO DELIVER LIGHT

[Image: Pollinate Energy]

w3w.co/pollinate-energy
BEING USED IN RURAL AFRICA TO ERADICATE MOSQUITOS

w3w.co/in2care
BEING USED IN TANZANIA TO IDENTIFY WATER POINTS
MIGRANT ENCAMPMENT IN FRANCE
DEMO SITE ON GITHUB FOR JAPAN
SEARCH AND DISPLAY IN NORWAY

www.norgeskart.no
FMS FESTIVAL EMERGENCY RESPONSE
BEING USED BY THE **UN** TO **REPORT DISASTERS**

![UN-ASIGN](w3w.co/un-asign)
MULTI AWARD WINNING
GLOBAL THOUGHT LEADERSHIP & PRESS COVERAGE

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
ADVANTAGES OF USING WHAT3WORDS

Ready to go
The world’s 3 word addresses are pre-assigned, and can be used instantly and cost effectively.

Words beat numbers
3 words are significantly more memorable than the equivalent alphanumeric characters or lat/long coordinates required to define the same location, and much quicker and easier to say.

Uniformity
One uniform word-based system for everyone eliminates the confusion caused by conflicting numeric and alphanumeric codes.

Offline
It functions without a data connection. This solves a perpetual constraint when in remote and unaddressed locations, or in areas with poor connectivity.

Empowerment
Words in a local language will provide unaddressed communities with a voice to communicate their needs.

Multiple Languages
what3words is currently available in most of the official UN languages, as well as several others. It can also be functional in languages such as Hausa, Swahili or Vietnamese.

Universal
It’s a small piece of code that works across platforms and devices and works alongside existing geo systems and devices.

Validation
The 3 word addresses have been pre-assigned in a very specific way so as to offer a built-in validation system to correct input errors.
Steven Ramage
Director of Strategy

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