



Steven Ramage
24 June 2015
EIF Breakfast Debate
Brussels, Belgium

An aerial photograph of the Burj Khalifa in Dubai, United Arab Emirates. The skyscraper is the central focus, rising vertically from a dense urban area. The surrounding city features various high-rise buildings, roads, and green spaces. In the background, the desert landscape is visible under a clear blue sky. Overlaid on the center of the image is the text "75% OF THE WORLD HAS INADEQUATE, POOR OR NO ADDRESSING SYSTEMS" in white, bold, sans-serif font.

**75% OF THE WORLD HAS INADEQUATE,
POOR OR NO ADDRESSING SYSTEMS**



4 BILLION PEOPLE DON'T HAVE AN ADDRESS

MULTIPLE ATTEMPTS & DIFFERENT SYSTEMS CONFUSE



THERE IS AN OPTION BUT...

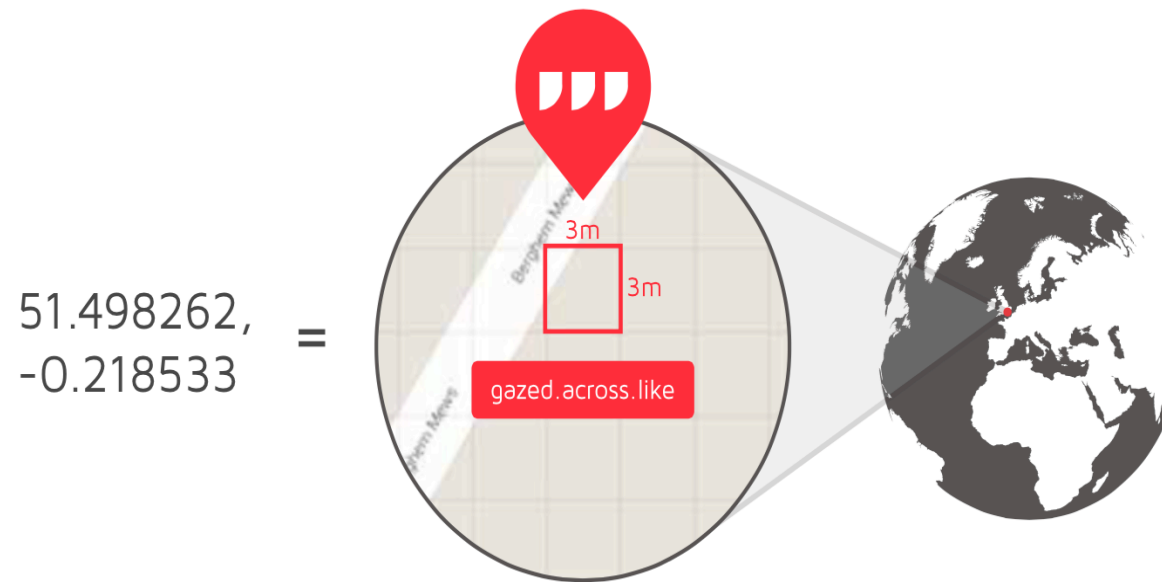
25° 9' 40.918" S 18° 59' 2.824" E

...**NOT USER FRIENDLY**

Lat Lon works for machines and professionals,
but ineffective for lay people.

Errors in transcription and communication
hinder widespread common use.

WHAT3WORDS IS A GLOBAL ADDRESS SYSTEM



WORDS WORK EVERYWHERE



WORDS ALLOW INTELLIGENT DISTRIBUTION



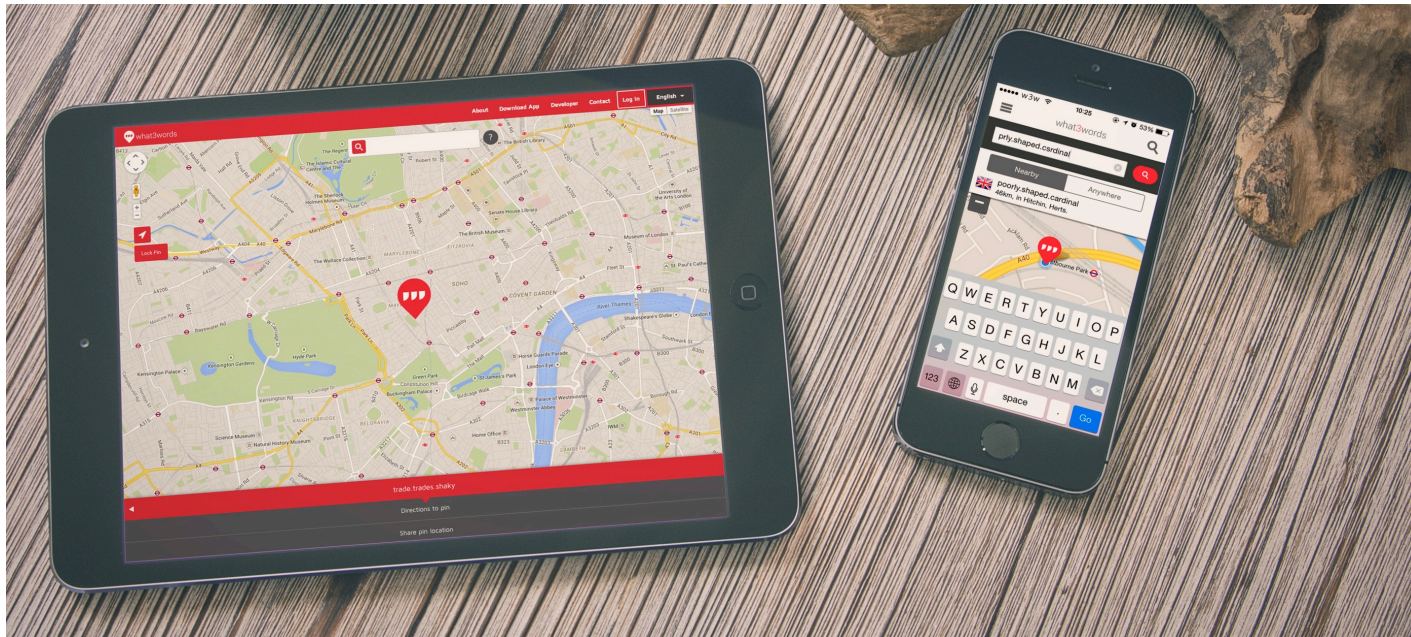
WORDS CAN SUGGEST & DETECT ERRORS



WORDS EMPOWER COMMUNITIES



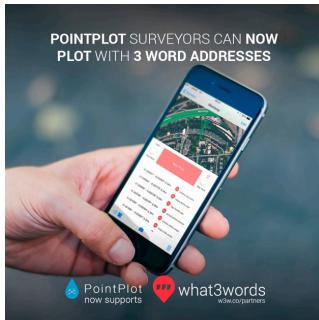
THERE IS A MULTI-PLATFORM APP



w3w.co/ios
w3w.co/android

API USED BY MULTIPLE PARTNERS

POINTPLOT SURVEYORS CAN NOW PLOT WITH 3 WORD ADDRESSES



PointPlot
now supports

what3words
what3words partner

KARTVERKET USERS CAN NOW FIND POINTS OF INTEREST WITH 3 WORD ADDRESSES



Kartverket
now supports

what3words
what3words partner

YOU CAN NOW CONTROL & CO-ORDINATE UAVS USING 3 WORD ADDRESSES



PI + IEPATH
now supports

what3words
what3words partner

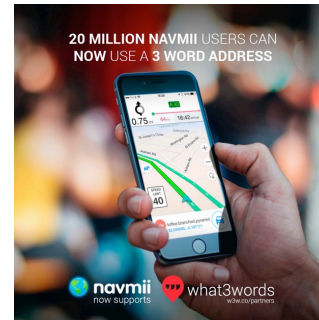
NESTORIA USERS CAN NOW HUNT FOR A HOUSE WITH A 3 WORD ADDRESS



nestoria
now supports

what3words
what3words partner

20 MILLION NAVMII USERS CAN NOW USE A 3 WORD ADDRESS



navmii
now supports

what3words
what3words partner

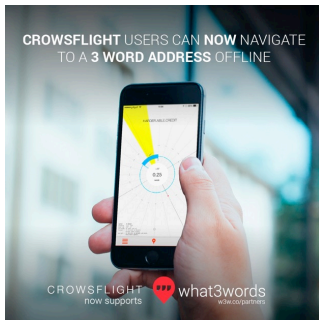
WITH GEOSPAGO, VITAL PLACES CAN NOW HAVE A 3 WORD ADDRESS



Geospago
now supports

what3words
what3words partner

CROWSFLIGHT USERS CAN NOW NAVIGATE TO A 3 WORD ADDRESS OFFLINE



Crowsflight
now supports

what3words
what3words partner

GEOFLYER'S HIKERS, CLIMBERS & BIKERS CAN NOW USE A 3 WORD ADDRESS



geoflyer
now supports

what3words
what3words partner

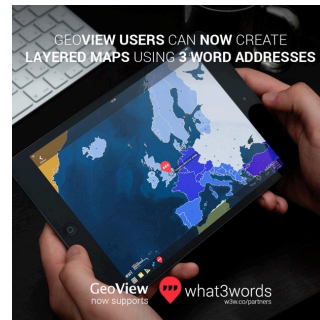
TWCC USERS CAN NOW CONVERT GEODETIC COORDINATES INTO 3 WORD ADDRESSES



twcc
now supports

what3words
what3words partner

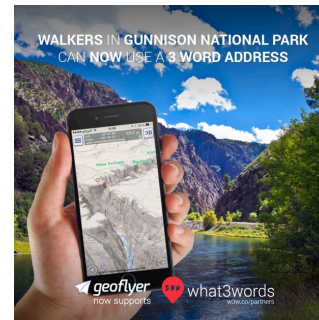
GEOVIEW USERS CAN NOW CREATE LAYERED MAPS USING 3 WORD ADDRESSES



GeoView
now supports

what3words
what3words partner

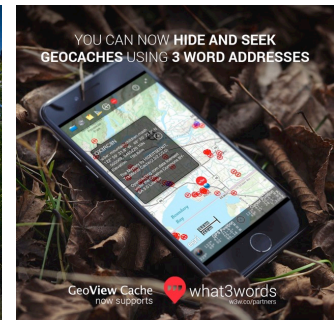
WALKERS IN GUNNISON NATIONAL PARK CAN NOW USE A 3 WORD ADDRESS



geoflyer
now supports

what3words
what3words partner

YOU CAN NOW HIDE AND SEEK GEOCACHES USING 3 WORD ADDRESSES



GeoView Cache
now supports

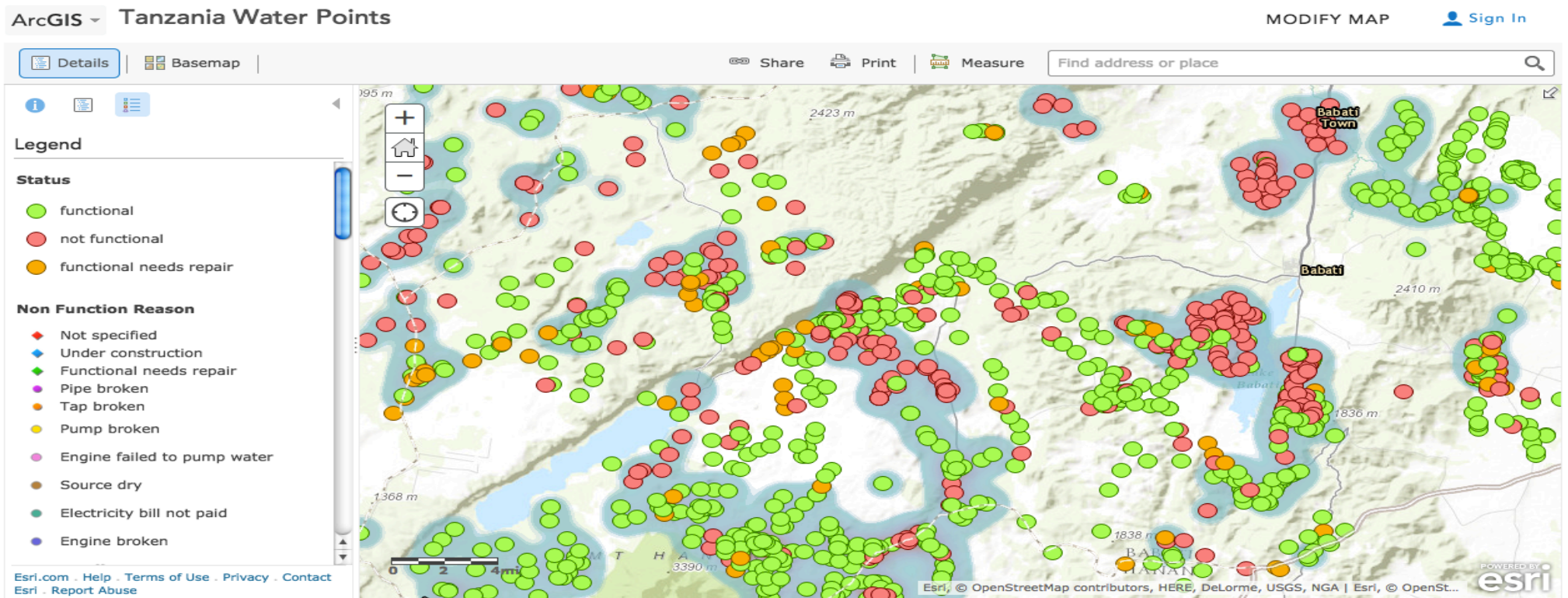
what3words
what3words partner

3 WORD ADDRESSES BEING USED IN THE FAVELAS

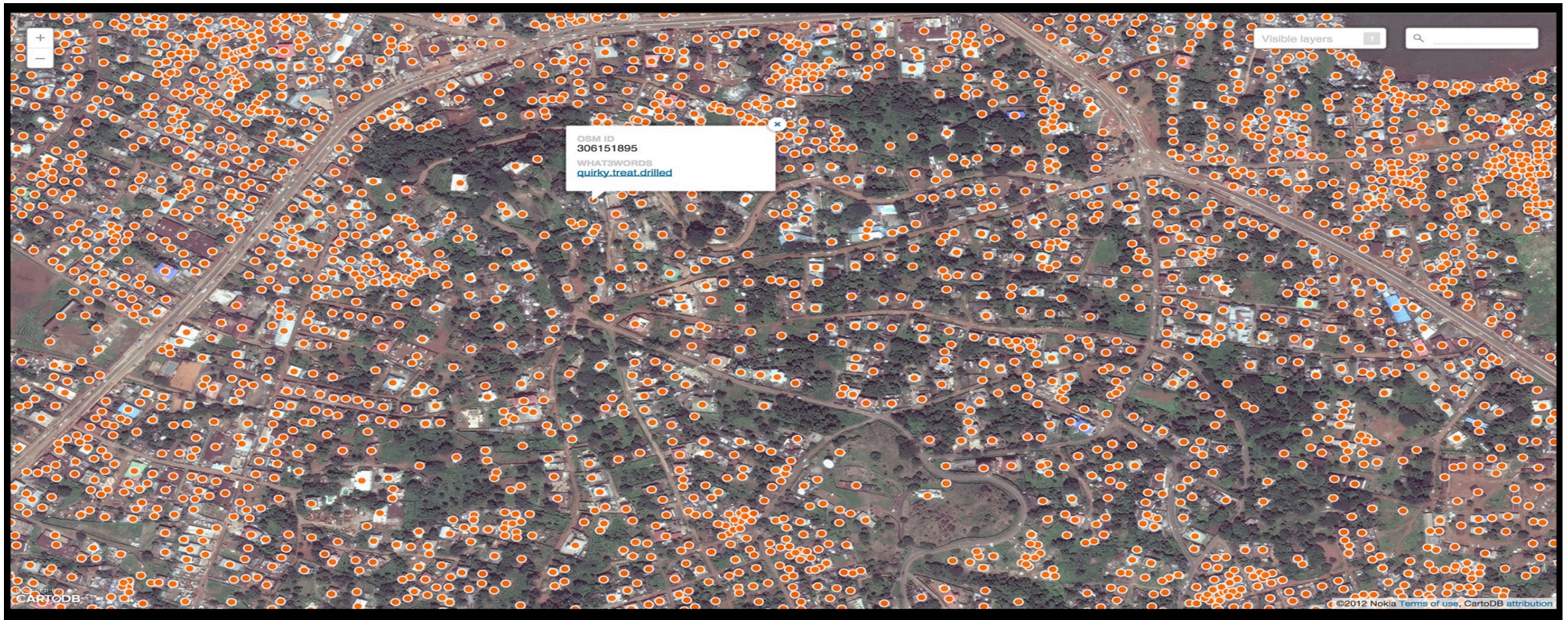


w3w.co/favela70

OUR TOOLS ALLOWS BULK 3 WORD CONVERSION



USING **GEOPY GEOCODER**, 3 WORD ADDRESSES WERE CREATED USING **OSM DATA** FOR **SIERRA LEONE**



HASHTAG STANDARDS FOR EMERGENCIES



PROPOSED TWITTER STANDARDS IN EMERGENCIES

Encourage geo-location of tweets

People located in-country during a disaster provide the most tactile response information.^{3, 11, 38} GPS capacity is the easiest way to transmit and identify this valuable information.³ As part of emergency response agencies' informative messages, citizens should be encouraged to enable GPS when tweeting about a natural disaster. Alternative to GPS location, [What3Words](#) can also be used. This program exchanges longitude and latitude lines for three words (e.g., casual.wicket.partner) to help communicate location information.^{51, 52}

WORDS BECOME A COMMON LOCATION LANGUAGE



ADVANTAGES OF 3 WORD ADDRESSES



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.

3 WORD ADDRESSES MEAN:





PARISH HEALTHCARE



FUTURES * NOODLE * INVENTIVE*

CLEAN 20







@what3words
@steven_ramage

steven@what3words.com