MAPS ALONE ARE NOT ENOUGH

GARY GALE
CTO WHAT3WORDS

ICANN56 Technical Day
HELSINKI, FI
60.176249, 24.933174
w3w.co/visit.bespoke.caring

what3words
addressing the world

HELLO, I'M **GARY**

Thomas Skowron | CC BY | www.flickr.com/photos/thomersch/14424740131/

what3words

@VICCHI

Thomas Skowron | CC BY | www.flickr.com/photos/thomersch/14424740131/

WWW.VICCHI.ORG

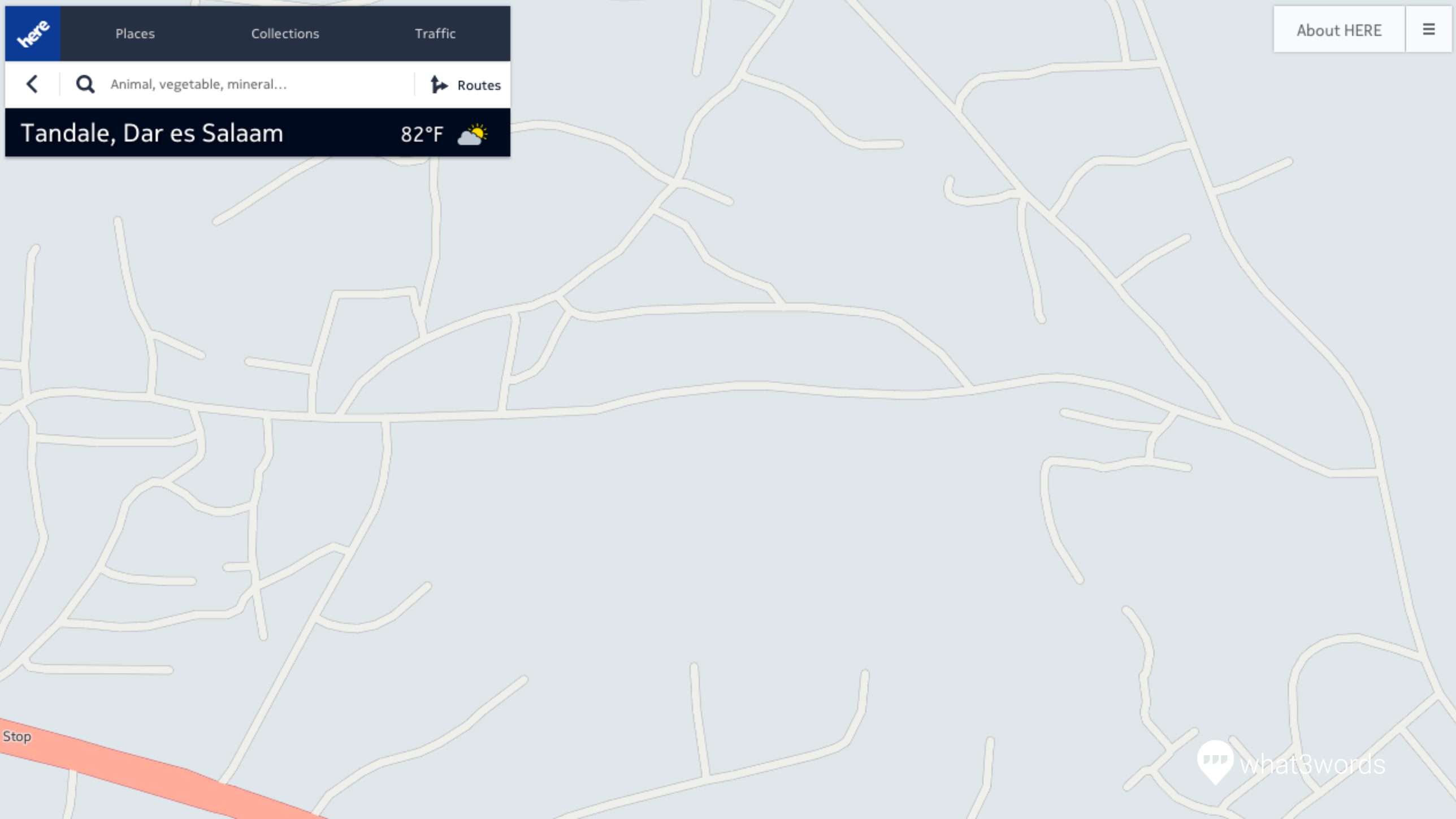
Thomas Skowron | CC BY | www.flickr.com/photos/thomersch/14424740131/

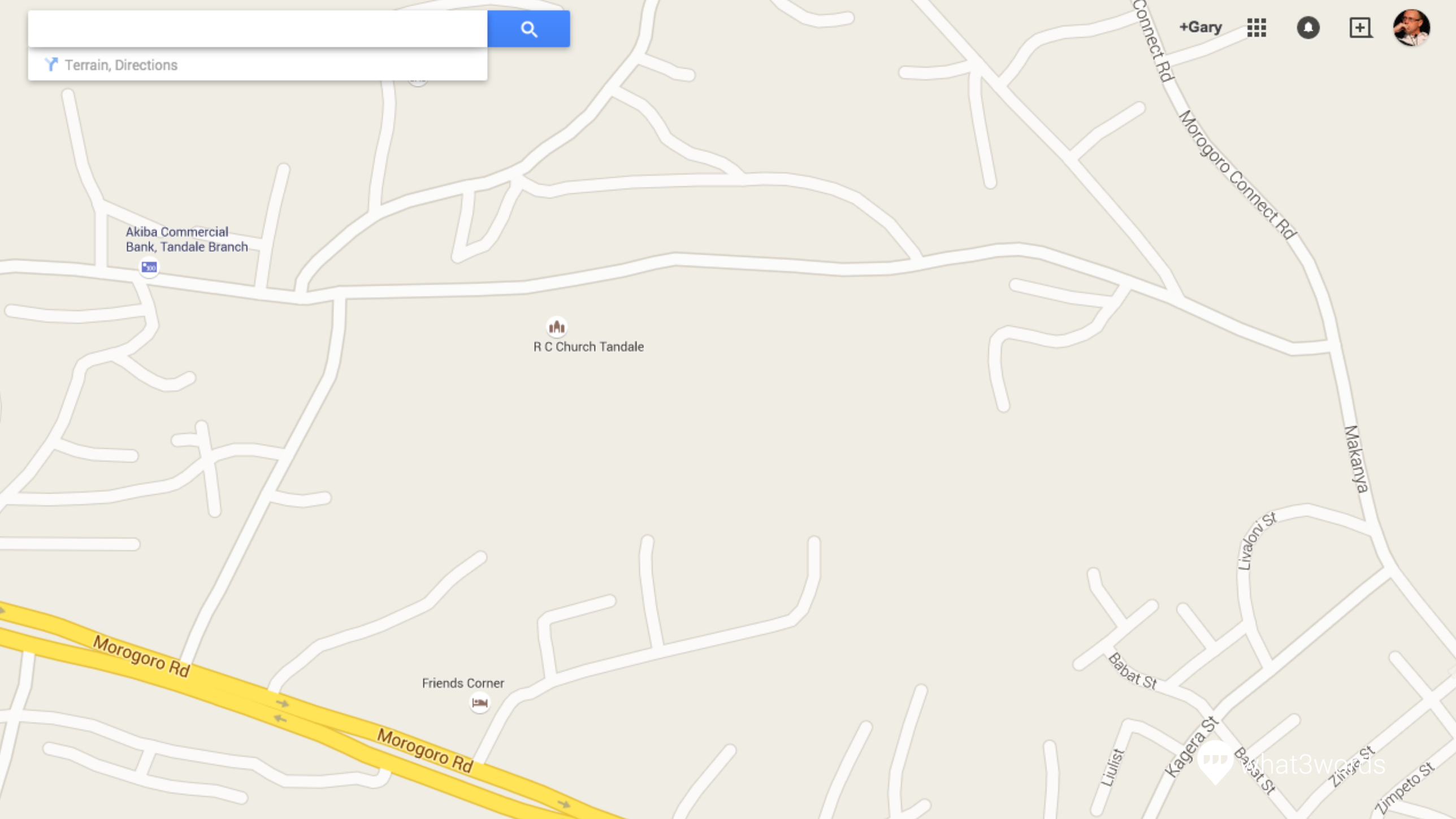
Kattigara | CC BY-SA | http://commons.wikimedia.org/wiki/File:Lennox_Globe,_by_B.F._Da_Costa.png

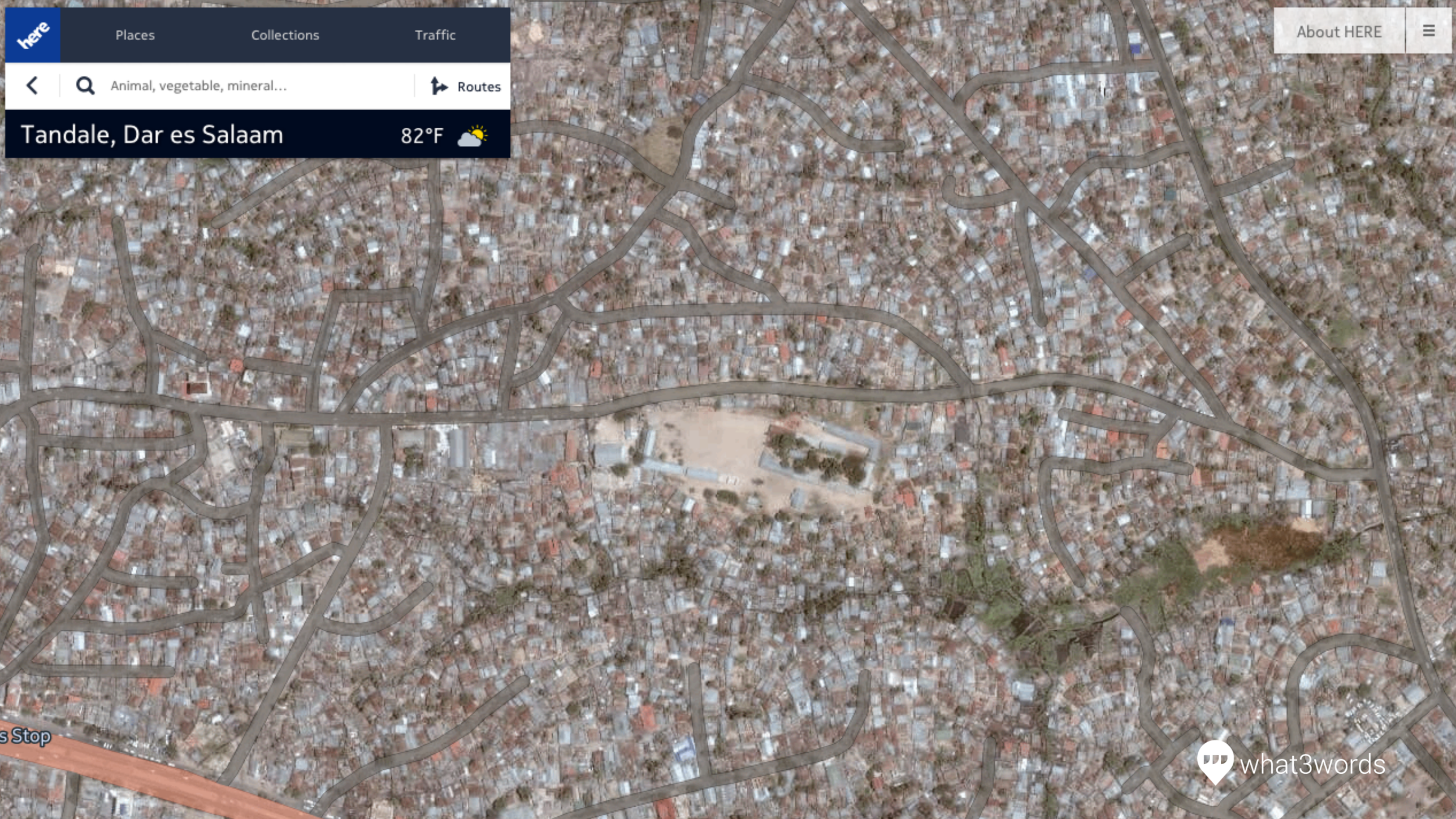
what3words
addressing the world

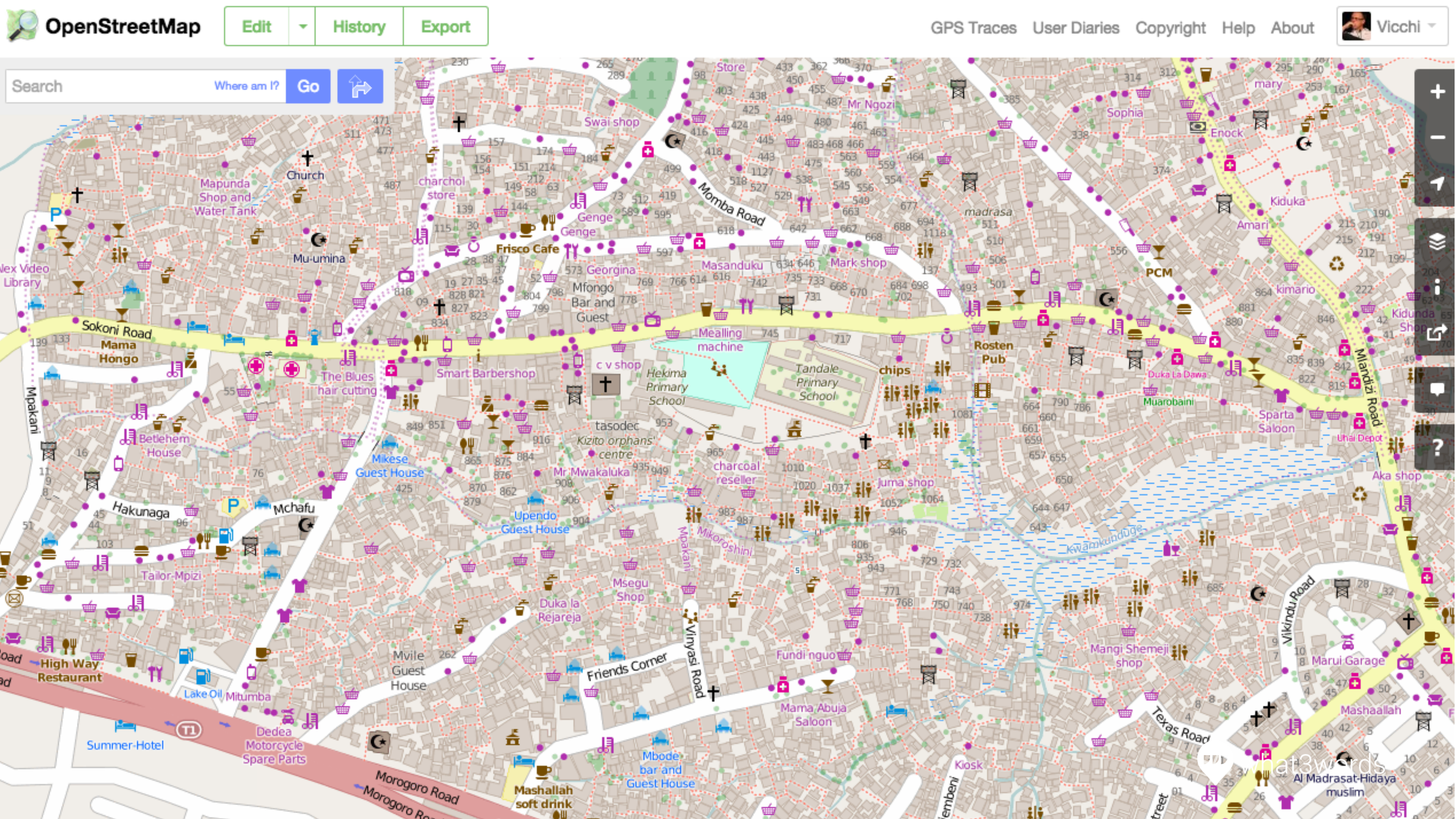
what3words

what3words

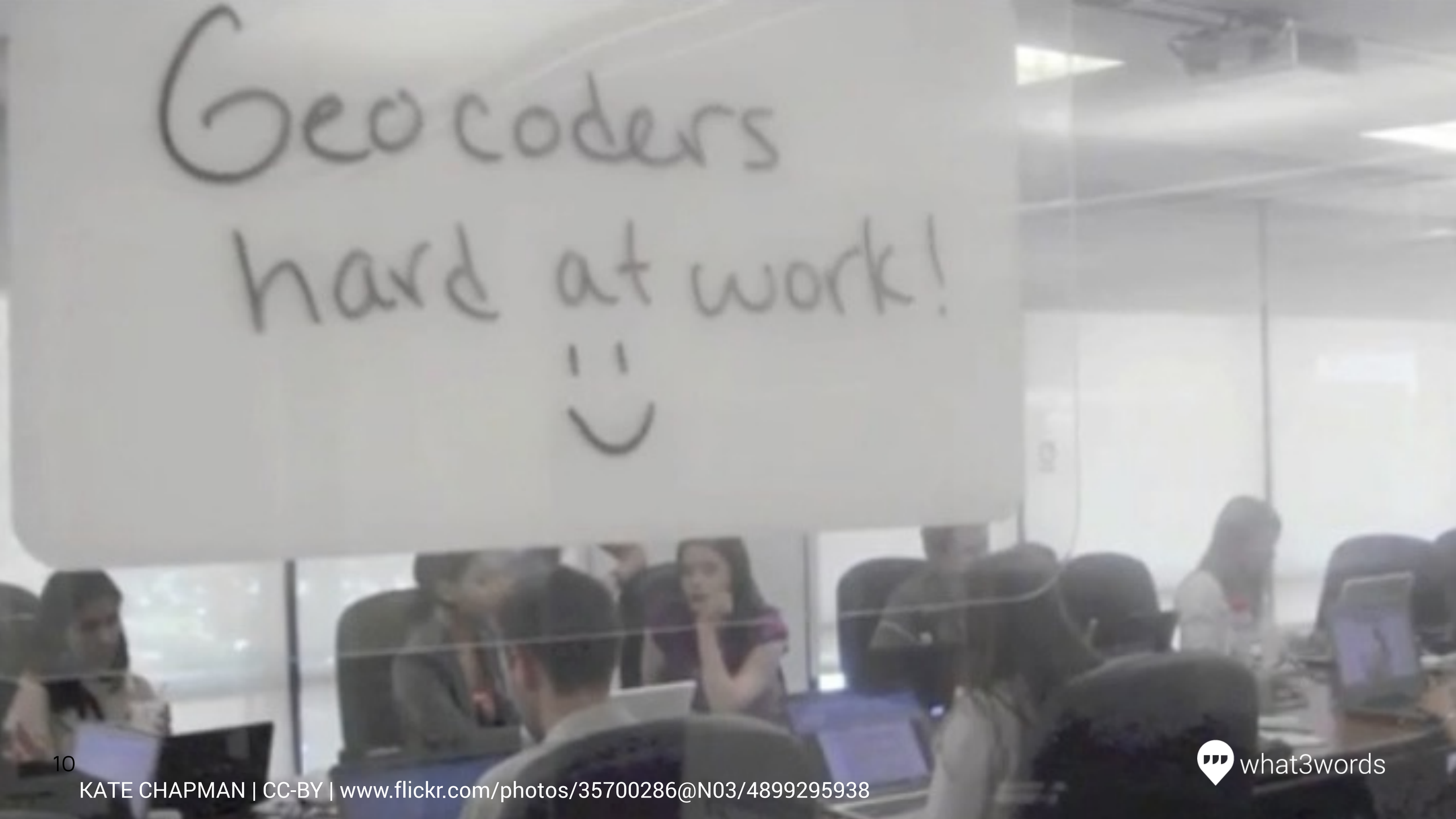

here
Places
Collections
Traffic
Animal, vegetable, mineral...
Routes
Tandale, Dar es Salaam
82°F
About HERE
Stop
what3words


Terrain, Directions
+Gary
Akiba Commercial Bank, Tandale Branch
R C Church Tandale
Morogoro Connect Rd
Makanya
Livadoni St
Morogoro Rd
Morogoro Rd
Friends Corner
Babat St
Kagera St
Liulist
Babat St
Zimpeto St
what3words


here
Places
Collections
Traffic
About HERE
Animal, vegetable, mineral...
Routes
Tandale, Dar es Salaam
82°F
s Stop
what3words


OpenStreetMap
Edit
History
Export
GPS Traces
User Diaries
Copyright
Help
About
Vicchi
Search
Where am I?
Go
Sokoni Road
Mama Hongo
Mapunda Shop and Water Tank
Church
Mu-umina
Frisco Cafe
Genge
Georgina
Mfongo Bar and Guest
Swai shop
Momba Road
Masanduku
Mark shop
Mr Ngozi
Sophia
Enock
Kiduka
Amari
PCM
Rosten Pub
Mealling machine
Tandale Primary School
chips
Hekima Primary School
c v shop
Smart Barbershop
The Blues hair cutting
Mpakani
Betlehem House
Mikese Guest House
tasodec
Kizito orphans' centre
Mr Mwakaluka
charcoal reseller
Juma shop
Sparta Saloon
Mlandizi Road
Aka shop
Hakunaga
Mchafu
Upendo Guest House
Mikoroshini
Tailor Mpizi
Msegu Shop
Duka la Rejareja
Vinyasi Road
Friends Corner
Fundi nguo
Mangi Shemeji shop
Vikindu Road
Marui Garage
Mashaallah
High Way Restaurant
Lake Oil
Mitumba
Mvile Guest House
Mama Abuja Saloon
Texas Road
Summer-Hotel
Dedea Motorcycle Spare Parts
Mbode bar and Guest House
Mashallah soft drink
Kiosk
Al Madrasat-Hidaya muslim
Morogoro Road

what3words



KATE CHAPMAN | CC-BY | www.flickr.com/photos/35700286@N03/4899295938

what3words

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

what3words
addressing the world

0 EGMONT ROAD, MIDDLESBROUGH, TS4 2HT

what3words
addressing the world

OK, but they won’t have negative numbers

-1 PRIORY ROAD, NEWBURY, RG14 7QS

what3words
addressing the world

But the building number will only be used once per street

what3words
addressing the world

50 AMMANFORD ROAD, TYCROES, AMMANFORD, SA18 3QJ

50 AMMANFORD ROAD, LLANDYBIE, AMMANFORD, SA18 3YF

what3words
addressing the world

But there’ll only be one number in the address, surely?

what3words
addressing the world

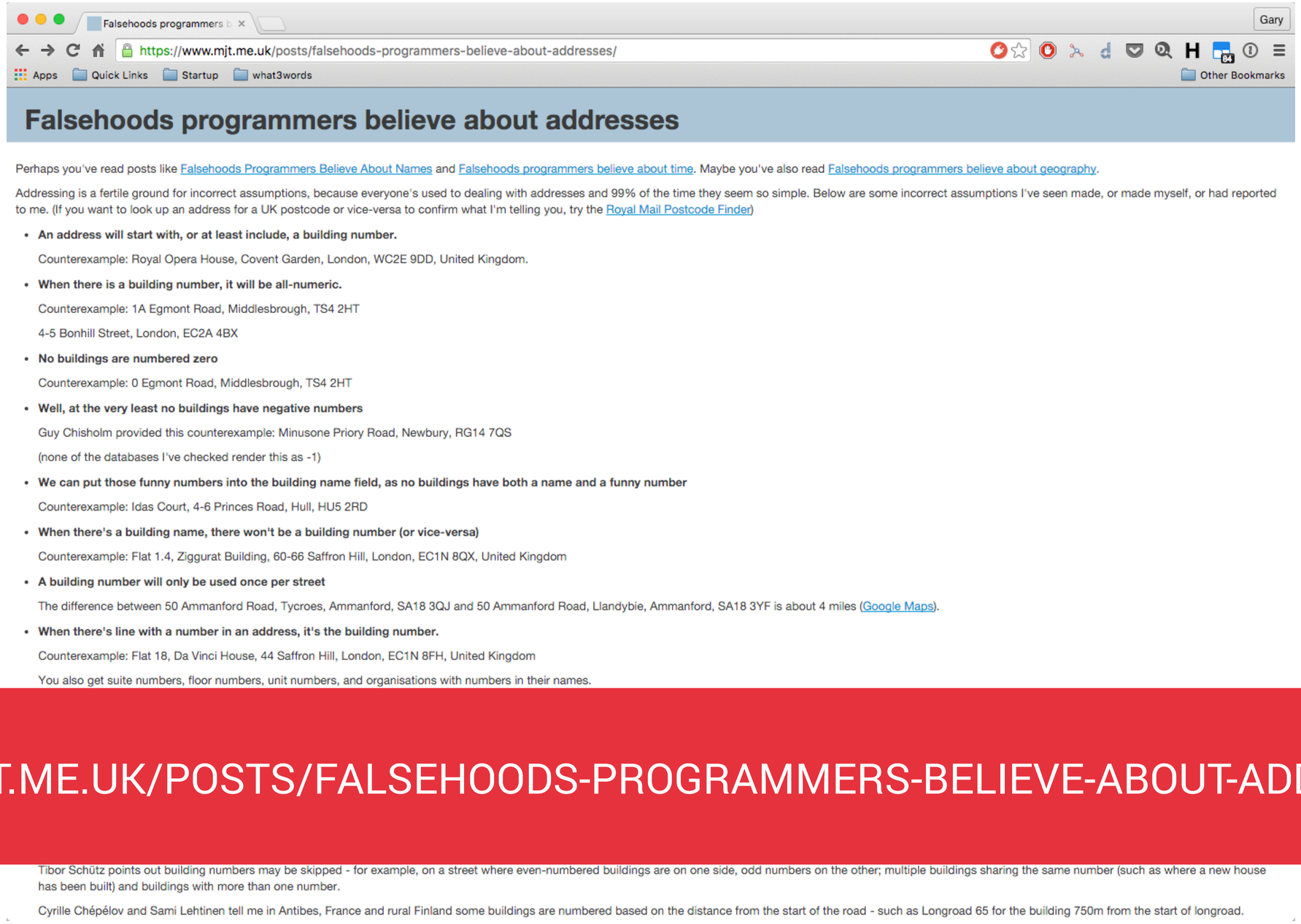
5/F, CITYPLAZA 3, 14 TAIKOO WAN ROAD,
ISLAND EAST, HKSAR

what3words
addressing the world

Aha! But there’ll be a road name!

2 MI N THEN 3 MI W OF JENNINGS, OK 74038

what3words
addressing the world



WWW.MJT.ME.UK/POSTS/FALSEHOODS-PROGRAMMERS-BELIEVE-ABOUT-ADDRESSES/

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

what3words

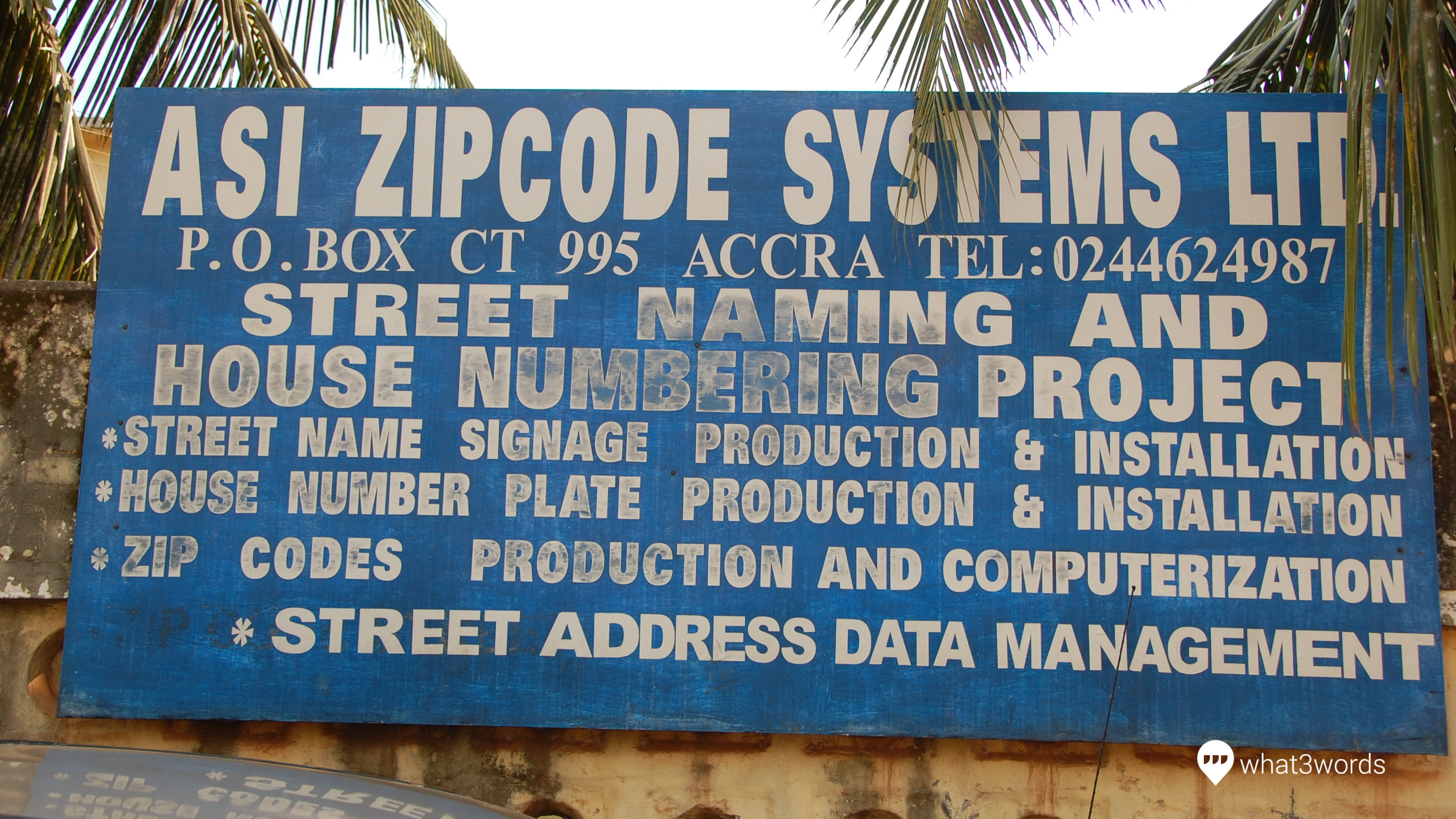
4 BILLION PEOPLE DON’T HAVE AN **ADDRESS**

what3words

25° 9’ 40.918” S
18° 59’ 2.824” E

what3words
addressing the world

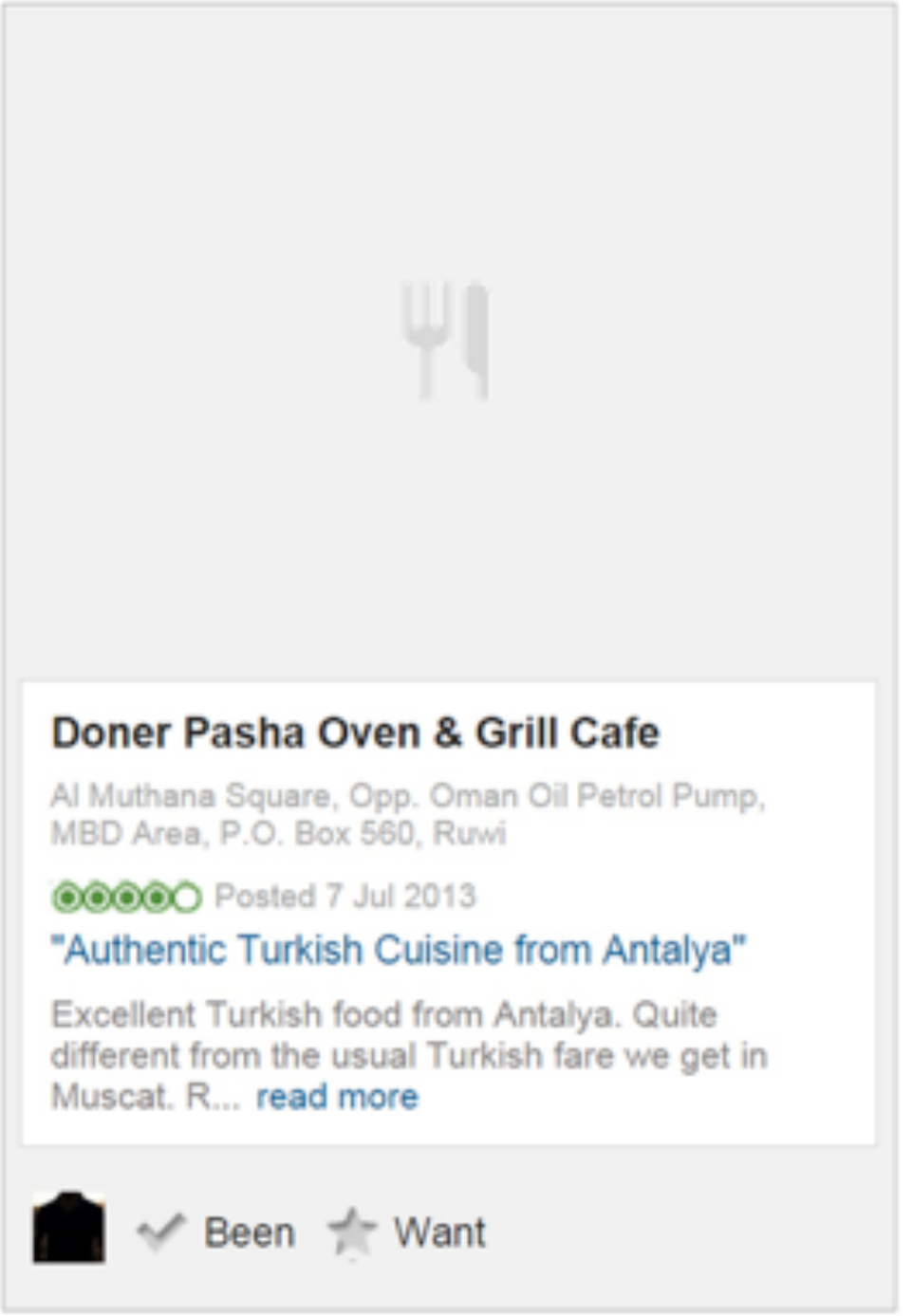
UMLIS
MINISTRY OF LOCAL GOVERNMENT RURAL DEVELOPMENT AND ENVIRONMENT
A.M.A
URBAN MANAGEMENT LAND INFORMATION SYSTEM
MINISTRY OF LOCAL GOVERNMENT RURAL DEVELOPMENT AND ENVIRONMENT,
ACCRA METROPOLITAN ASSEMBLY,
Funded By
Sida / GoG
SWEDESURVEY
SwedeSurvey
GEO-TECH SYSTEMS LTD.
Geo -Tech Systems Ltd.
COLLABORATORS : GEO - TECH SYSTEMS LIMITED, SWEDESURVEY
PO. BOX: GP 385, ACCRA, GHANA
TEL: 021-763435


ASI ZIPCODE SYSTEMS LTD.
P.O.BOX CT 995 ACCRA TEL: 0244624987
STREET NAMING AND
HOUSE NUMBERING PROJECT
*STREET NAME SIGNAGE PRODUCTION & INSTALLATION
*HOUSE NUMBER PLATE PRODUCTION & INSTALLATION
* ZIP CODES PRODUCTION AND COMPUTERIZATION
* STREET ADDRESS DATA MANAGEMENT

AMA
47
HUNSON ROAD
13
SEMPE MENSAH ST.
what3words

4
£ 195/15
AMHIS
0-10800
S-0100
H 01H04

HOUSE NO.
E 193 15
AMHIS
C-10800
S-0100
H-01406
BLK
54



what3words
addressing the world

In most industrialized countries, having a physical address is something that we take for granted. But in many developing countries, as well as in some emerging economies, the majority of people do not have an address. Yet addresses are an essential tool for economic and social development.

UPU UNIVERSAL POSTAL UNION

what3words

“EVEN IN ONE OF THE BEST ADDRESS SYSTEMS IN THE WORLD, IN THE UK, RESEARCH HAS SUGGESTED THAT A 1% IMPROVEMENT IN THE GOVERNMENT’S OWN ADDRESS DATA WOULD BRING A EUR 25BN REDUCTION IN COSTS.”

JAMES CARTLEDGE
POST&PARCEL

‘...ONLY ABOUT 50 OR 60 [COUNTRIES] HAVE POSTAL CODE OR ADDRESS DATABASES WHICH ARE KEPT REASONABLY CURRENT...’ .

‘IN THE LEAST DEVELOPED COUNTRIES, [ADDRESS VERIFICATION] MAY ONLY MEAN THAT THE CITY OR TOWN EXISTS.’

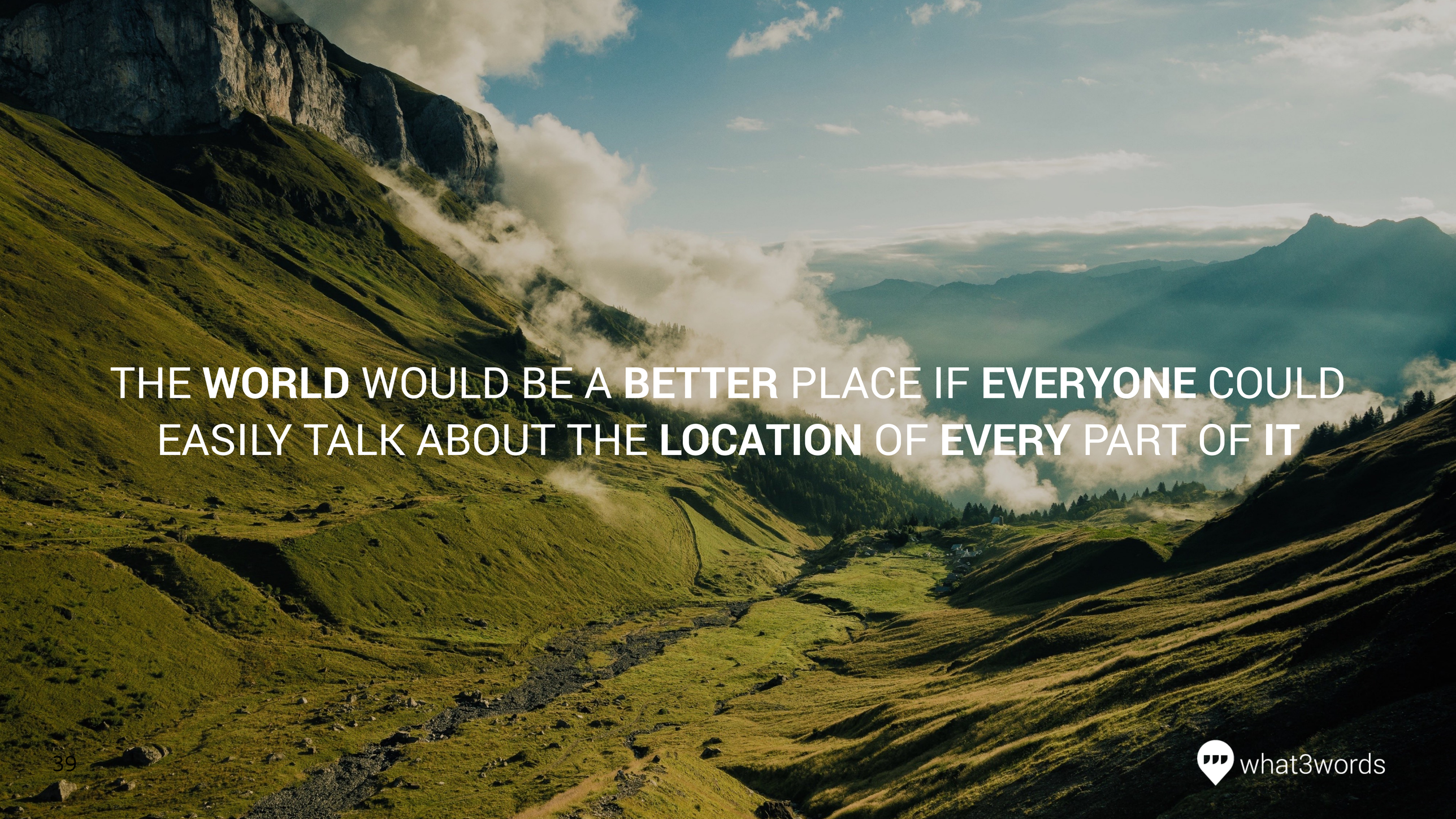
“ADDRESSING THE WORLD: AN ADDRESS FOR EVERYONE”
UPU (UNIVERSAL POSTAL UNION)

“THE ADDRESS DATA IS REALLY THE MOST IMPORTANT AND INTERESTING THING TO WORK ON [RIGHT NOW].”

”FOR THE LOVE OF OPEN MAPPING DATA”
STEVE COAST (FOUNDER OF OPENSTREETMAP), IN TECHCRUNCH 2014

POOR ADDRESSING IS **EXPENSIVE** AND **FRUSTRATING** IN THE **DEVELOPED** WORLD...

what3words


THE **WORLD** WOULD BE A **BETTER** PLACE IF **EVERYONE** COULD
EASILY TALK ABOUT THE **LOCATION** OF **EVERY** PART OF **IT**

what3words

YOU **CAN**. IT'S CALLED **WHAT3WORDS**

what3words

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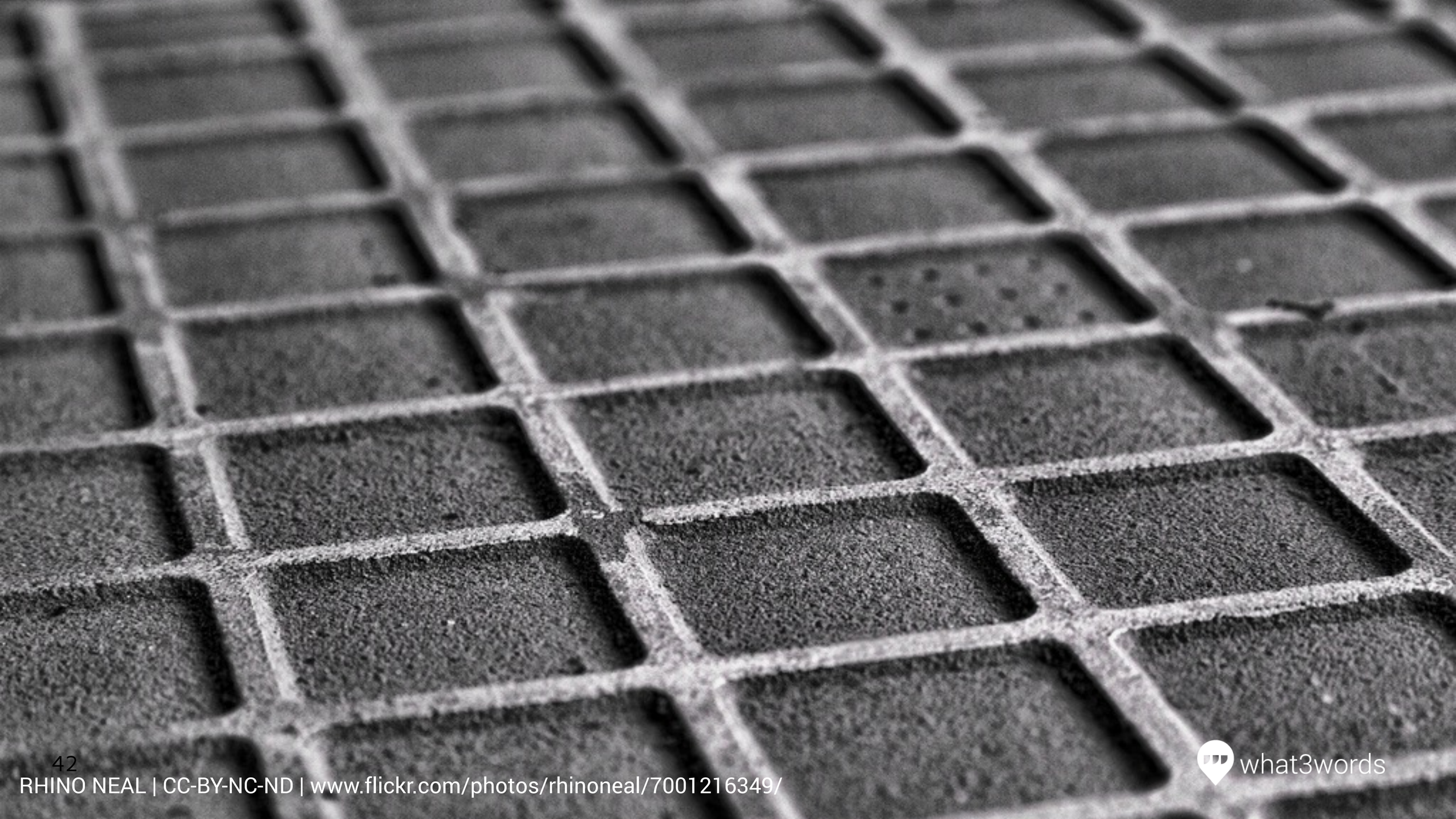
what3words

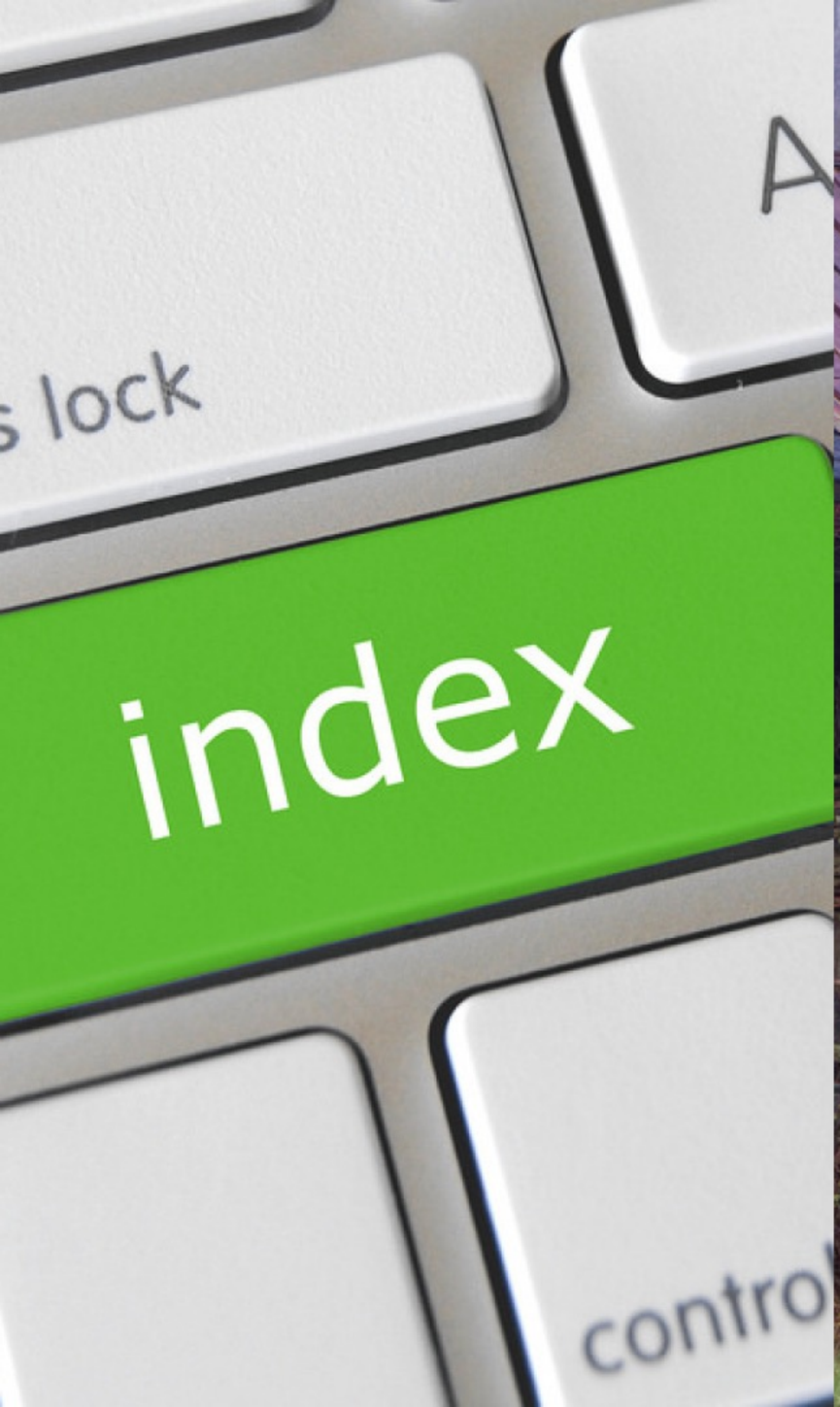


RHINO NEAL | CC-BY-NC-ND | www.flickr.com/photos/rhinoneal/7001216349/

what3words

DORAN | CC-BY-NC-ND | www.flickr.com/photos/dopey/7989387542/

what3words


s lock
index
control

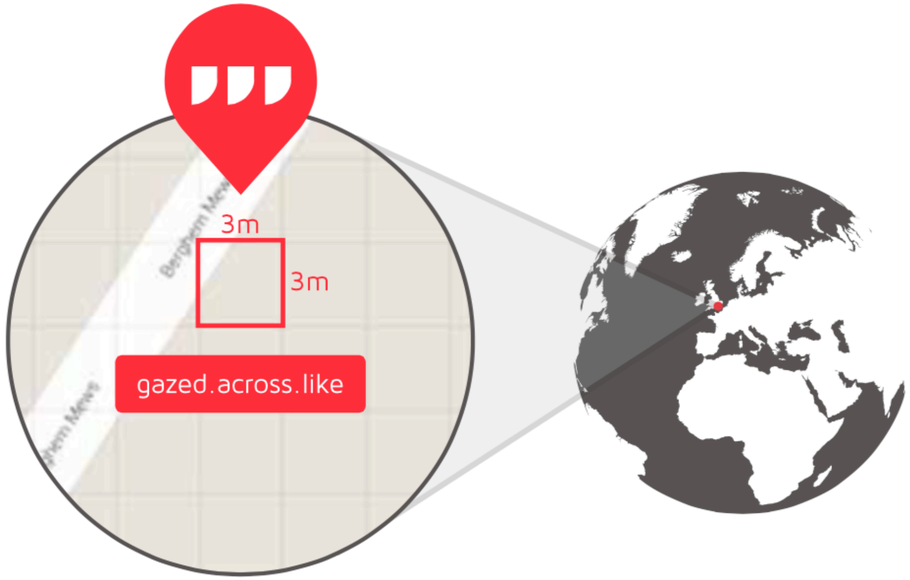
what3words

index
INDEX.HOME.RAFT
what3words

WHAT3WORDS IS A **GLOBAL** ADDRESS SYSTEM

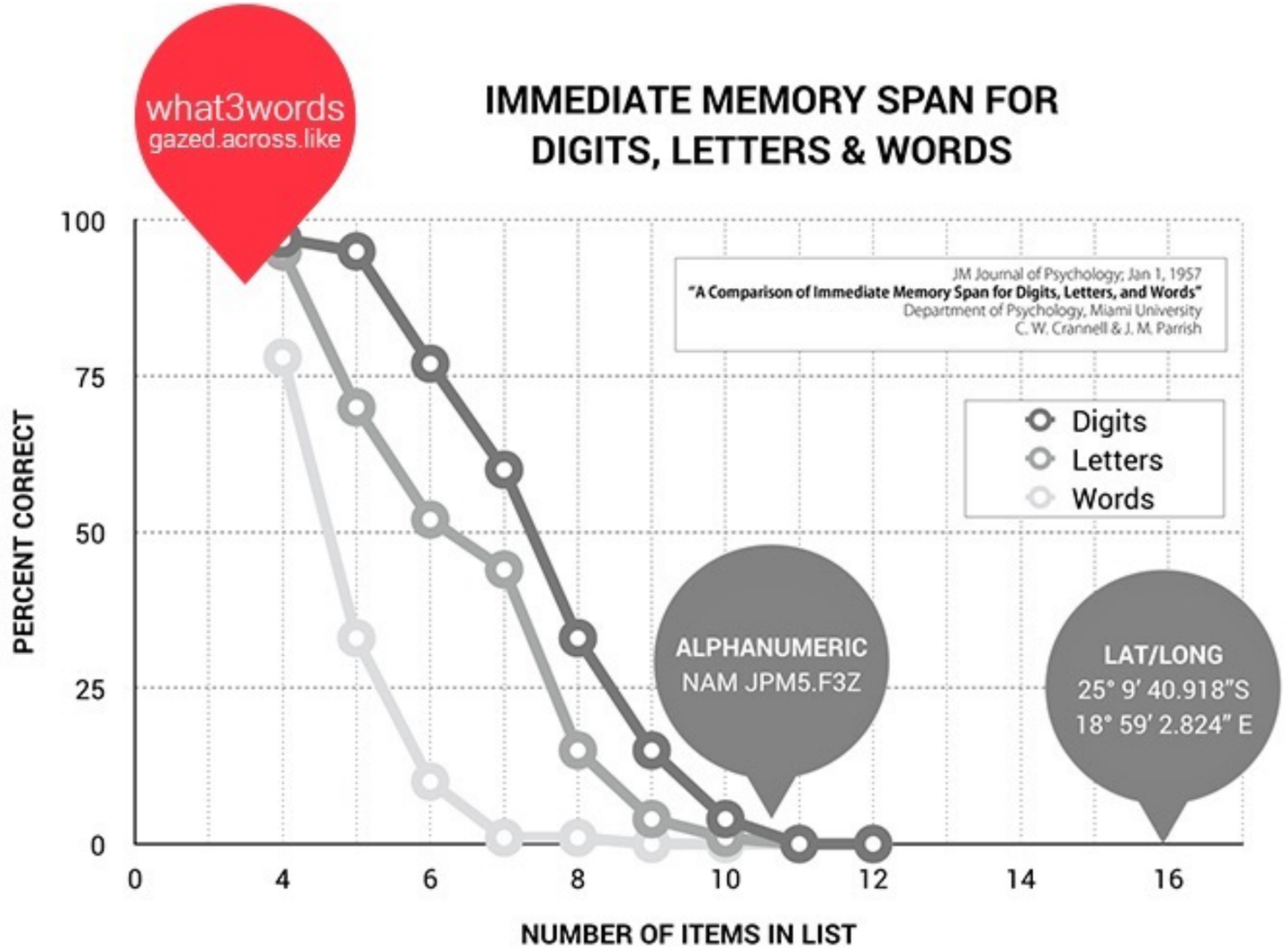
51.498262,
-0.218533

=



what3words
addressing the world

BECAUSE WORDS **BEAT NUMBERS** FOR COMMUNICATION



BECAUSE **WORDS** WORK **EVERYWHERE**

BECAUSE **WORDS** MEAN YOU CAN **SPOT ERRORS**

what3words
addressing the world

BECAUSE **WORDS** ALLOW INTELLIGENT **DISTRIBUTION**

what3words
addressing the world

BECAUSE **LANGUAGE** EMPOWERS **COMMUNITIES**

what3words
addressing the world

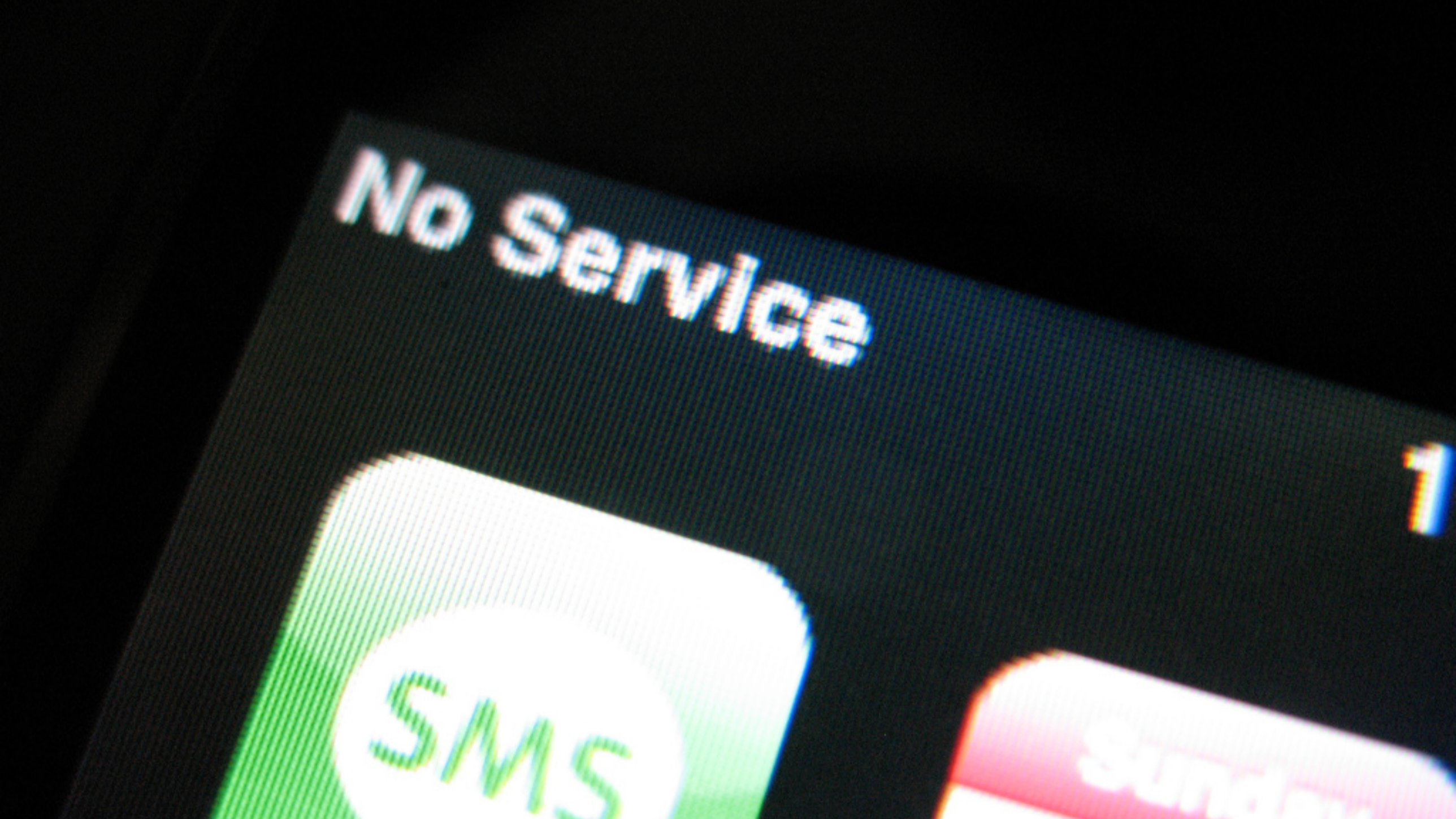
A **COMMON** COMMUNICATION **LANGUAGE**

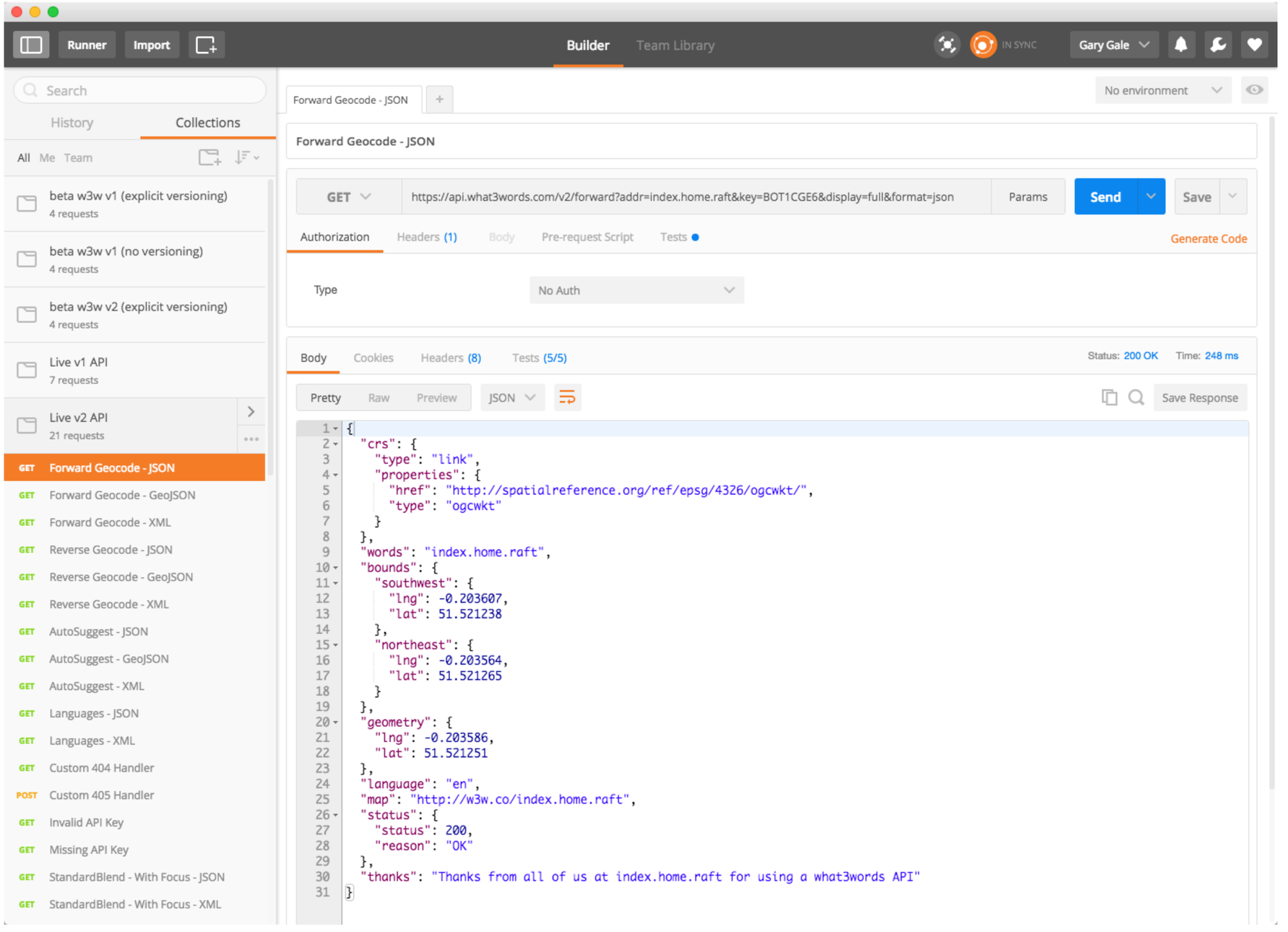
what3words
addressing the world

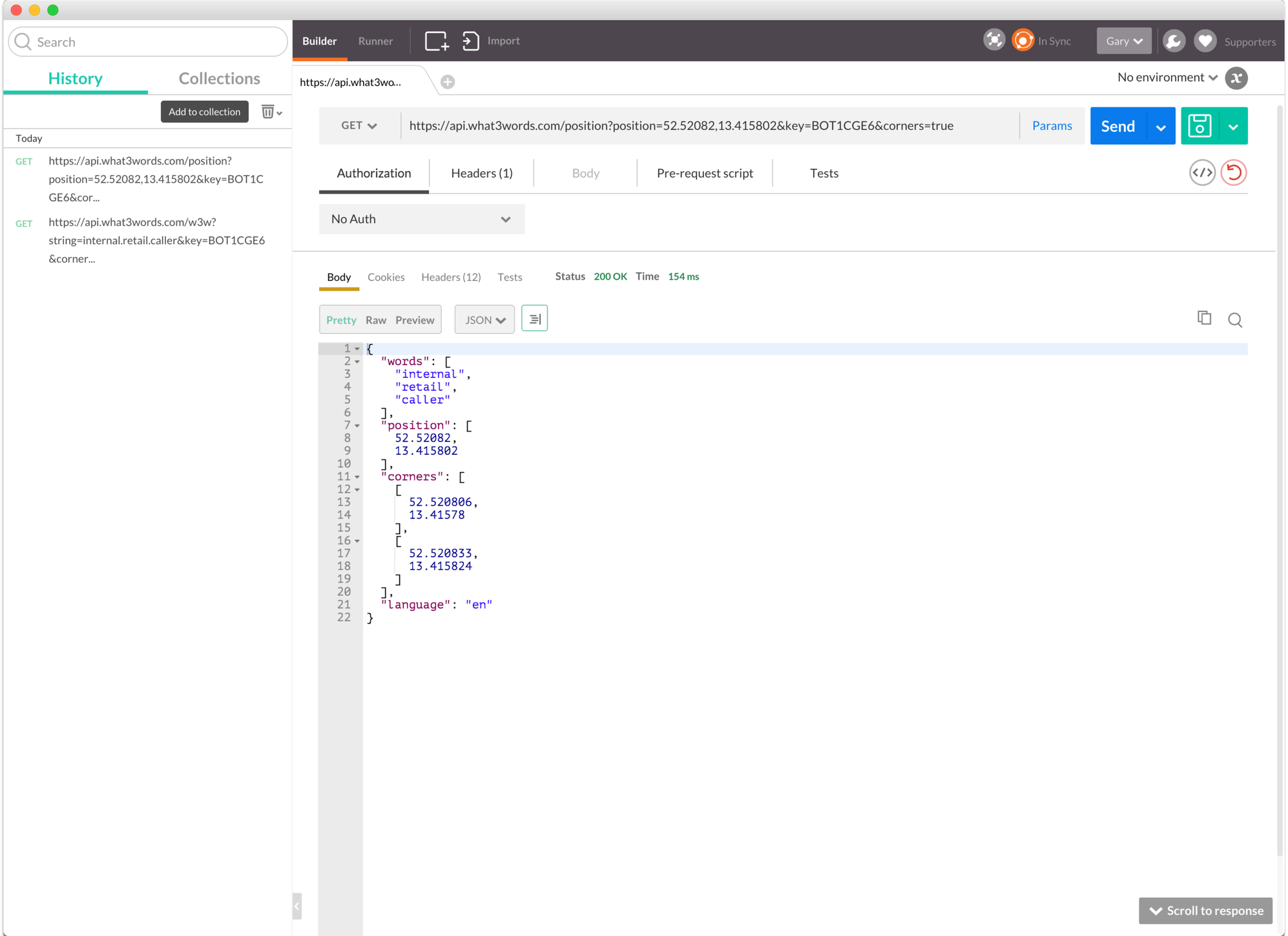
SAY BIG DATA
ONE MORE TIME
memegenerator.net

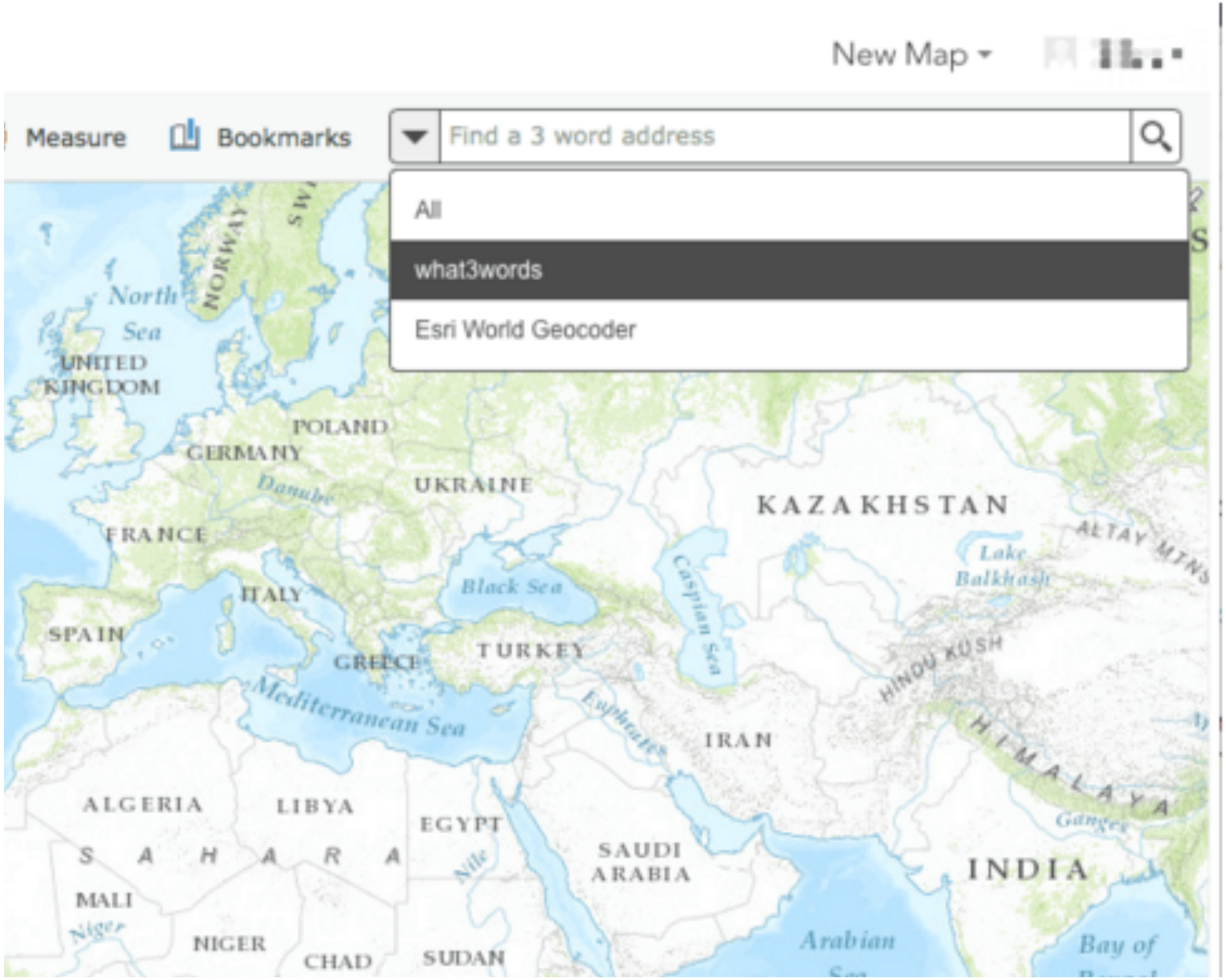
FUJIFILM
MF2HD
IBM
FORMATTED
HD

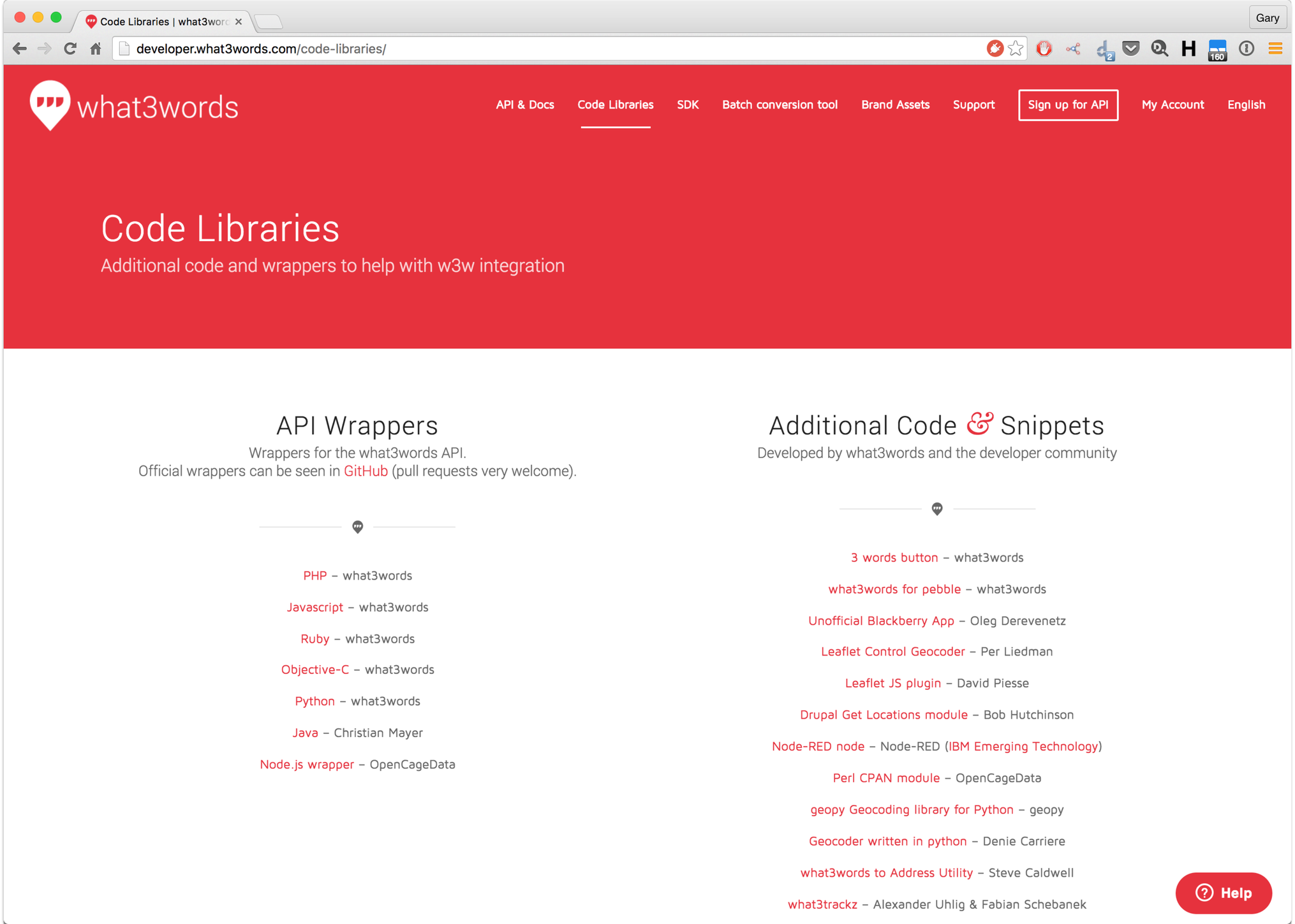
what3words
About
Download App
Developer
Contact
Log in
English
Map
Satellite
Lock Pin
trade.trades.shaky
Directions to pin
Share pin location
w3w
10:25
53%
what3words
prly.shaped.csrdinal
Nearby
Anywhere
poorly.shaped.cardinal
46km, in Hitchin, Herts.
Go
what3words


No Service
SMS

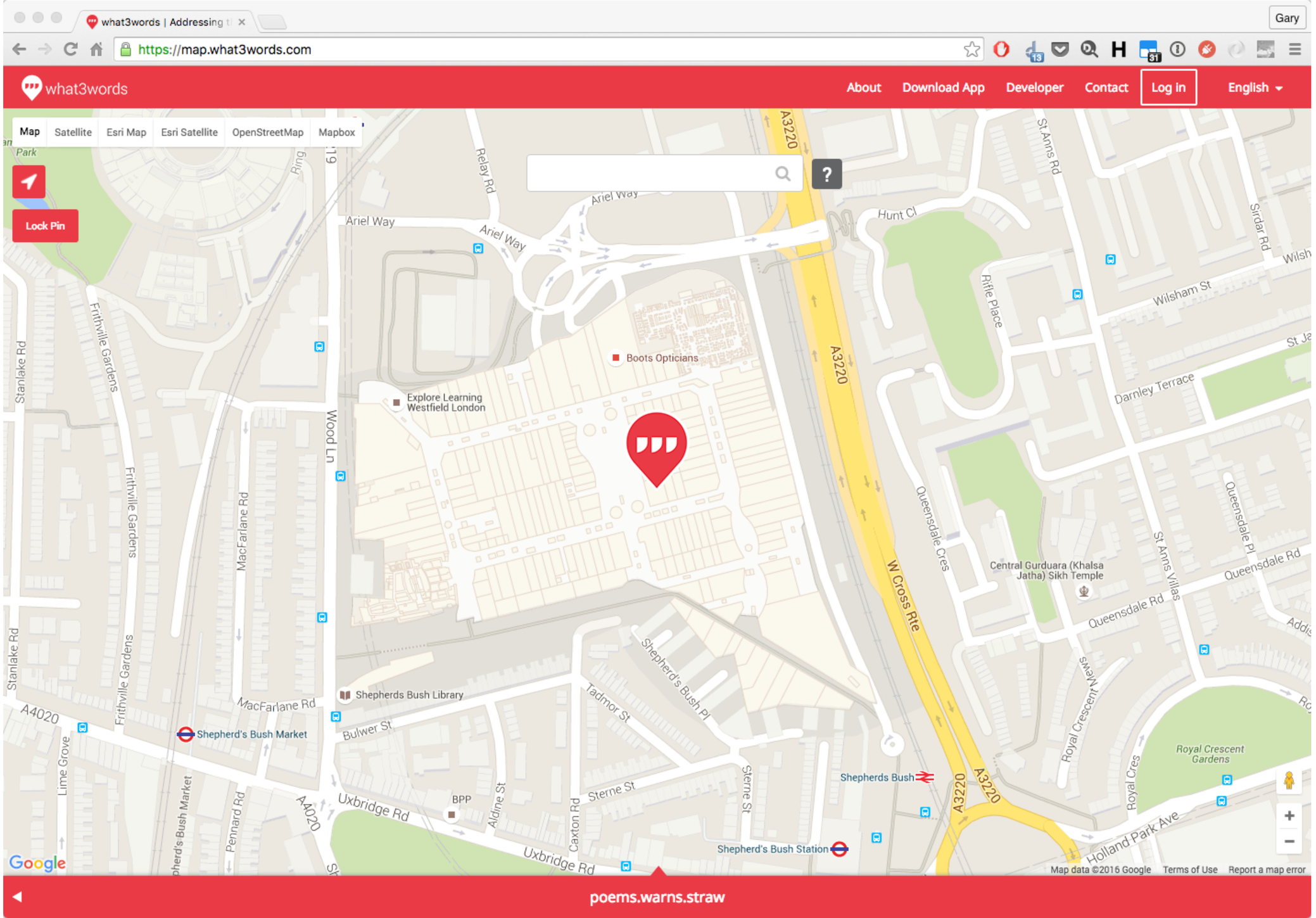

Runner
Import
Builder
Team Library
IN SYNC
Gary Gale
Search
History
Collections
All Me Team
beta w3w v1 (explicit versioning)
4 requests
beta w3w v1 (no versioning)
4 requests
beta w3w v2 (explicit versioning)
4 requests
Live v1 API
7 requests
Live v2 API
21 requests
GET Forward Geocode - JSON
GET Forward Geocode - GeoJSON
GET Forward Geocode - XML
GET Reverse Geocode - JSON
GET Reverse Geocode - GeoJSON
GET Reverse Geocode - XML
GET AutoSuggest - JSON
GET AutoSuggest - GeoJSON
GET AutoSuggest - XML
GET Languages - JSON
GET Languages - XML
GET Custom 404 Handler
POST Custom 405 Handler
GET Invalid API Key
GET Missing API Key
GET StandardBlend - With Focus - JSON
GET StandardBlend - With Focus - XML
Forward Geocode - JSON
No environment
Forward Geocode - JSON
GET
https://api.what3words.com/v2/forward?addr=index.home.raft&key=BOT1CGE6&display=full&format=json
Params
Send
Save
Authorization
Headers (1)
Body
Pre-request Script
Tests
Generate Code
Type
No Auth
Body
Cookies
Headers (8)
Tests (5/5)
Status: 200 OK
Time: 248 ms
Pretty
Raw
Preview
JSON
Save Response
{
"crs": {
"type": "link",
"properties": {
"href": "http://spatialreference.org/ref/epsg/4326/ogcwkt/",
"type": "ogcwkt"
}
},
"words": "index.home.raft",
"bounds": {
"southwest": {
"lng": -0.203607,
"lat": 51.521238
},
"northeast": {
"lng": -0.203564,
"lat": 51.521265
}
},
"geometry": {
"lng": -0.203586,
"lat": 51.521251
},
"language": "en",
"map": "http://w3w.co/index.home.raft",
"status": {
"status": 200,
"reason": "OK"
},
"thanks": "Thanks from all of us at index.home.raft for using a what3words API"
}

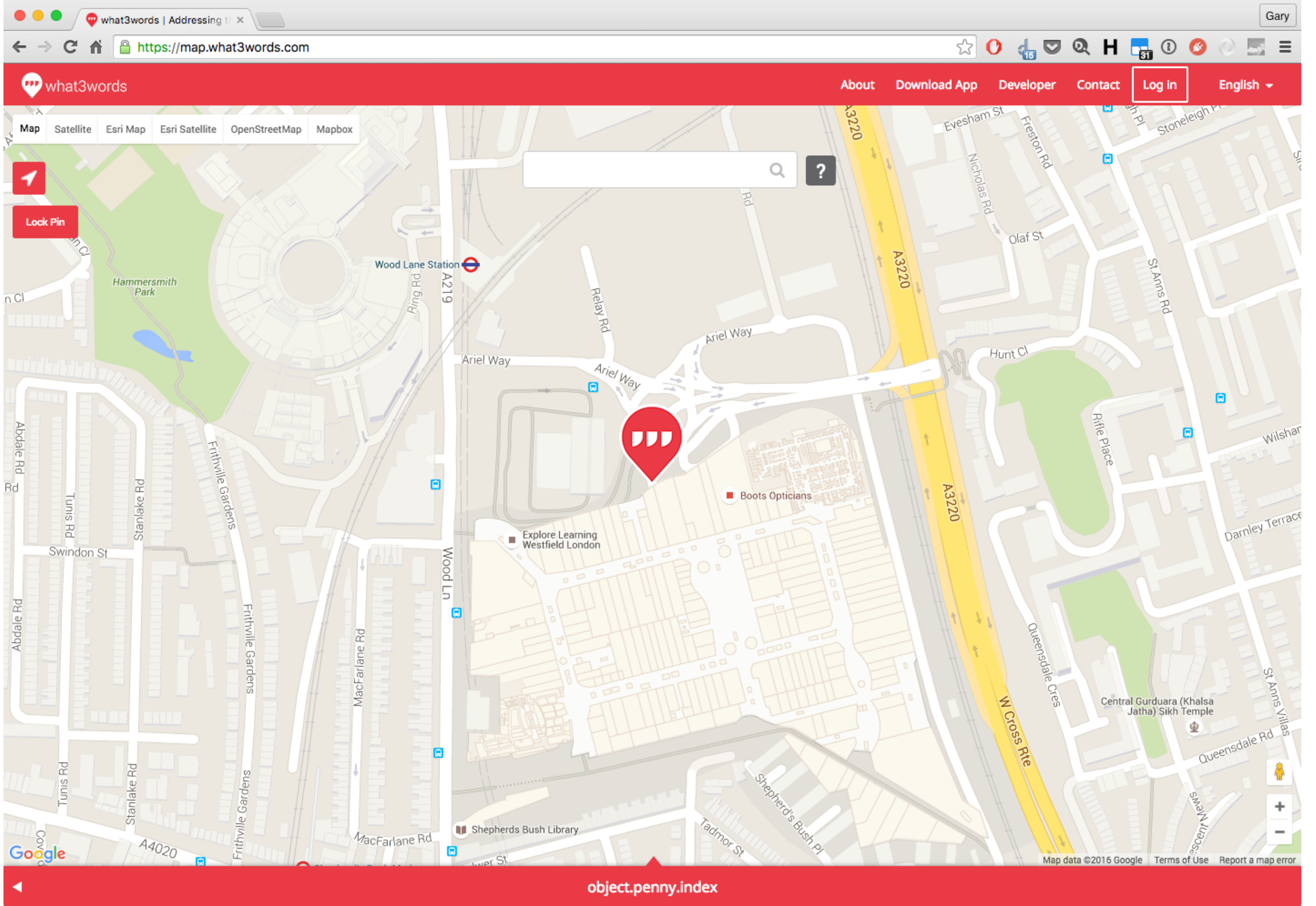

Search
History
Collections
Add to collection
Today
GET https://api.what3words.com/position?position=52.52082,13.415802&key=BOT1CGE6&cor...
GET https://api.what3words.com/w3w?string=internal.retail.caller&key=BOT1CGE6&corner...
Builder
Runner
Import
In Sync
Gary
Supporters
https://api.what3wo...
No environment
GET
https://api.what3words.com/position?position=52.52082,13.415802&key=BOT1CGE6&corners=true
Params
Send
Authorization
Headers (1)
Body
Pre-request script
Tests
No Auth
Body
Cookies
Headers (12)
Tests
Status 200 OK
Time 154 ms
Pretty
Raw
Preview
JSON
{
"words": [
"internal",
"retail",
"caller"
],
"position": [
52.52082,
13.415802
],
"corners": [
[
52.520806,
13.41578
],
[
52.520833,
13.415824
]
],
"language": "en"
}
Scroll to response

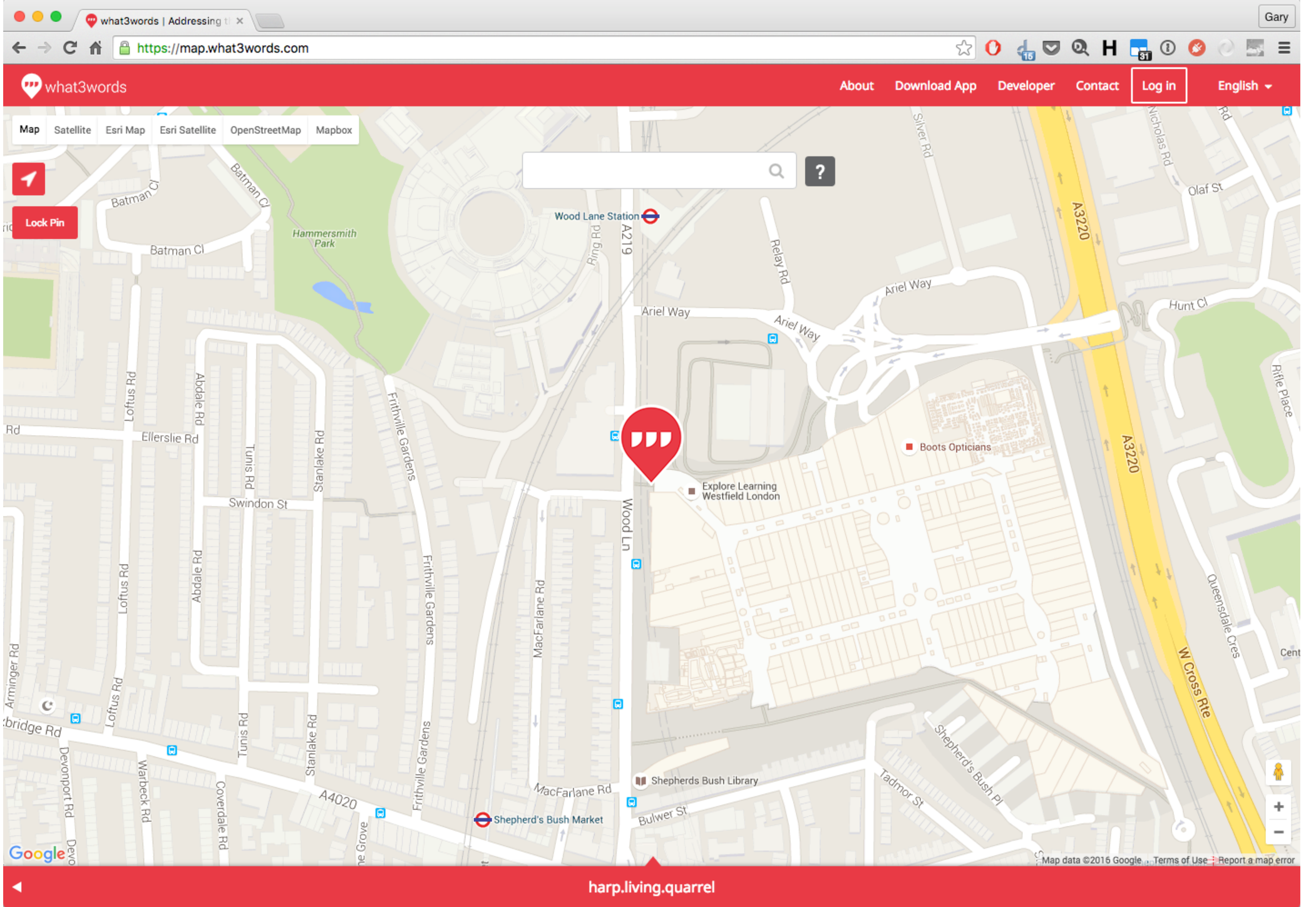

New Map
Measure
Bookmarks
Find a 3 word address
All
what3words
Esri World Geocoder
North Sea
NORWAY
UNITED KINGDOM
POLAND
GERMANY
Danube
UKRAINE
KAZAKHSTAN
ALTAY MTNS
Lake Balkhash
FRANCE
Black Sea
Caspian Sea
ITALY
SPAIN
GREECE
TURKEY
HINDU KUSH
Mediterranean Sea
Euphrates
IRAN
HIMALAYA
Ganges
ALGERIA
LIBYA
EGYPT
SAHARA
SAUDI ARABIA
INDIA
Nile
MALI
Niger
NIGER
CHAD
SUDAN
Arabian
Bay of


Code Libraries | what3word
Gary
developer.what3words.com/code-libraries/
what3words
API & Docs
Code Libraries
SDK
Batch conversion tool
Brand Assets
Support
Sign up for API
My Account
English
Code Libraries
Additional code and wrappers to help with w3w integration
API Wrappers
Wrappers for the what3words API.
Official wrappers can be seen in GitHub (pull requests very welcome).
PHP – what3words
Javascript – what3words
Ruby – what3words
Objective-C – what3words
Python – what3words
Java – Christian Mayer
Node.js wrapper – OpenCageData
Additional Code & Snippets
Developed by what3words and the developer community
3 words button – what3words
what3words for pebble – what3words
Unofficial Blackberry App – Oleg Derevenetz
Leaflet Control Geocoder – Per Liedman
Leaflet JS plugin – David Piesse
Drupal Get Locations module – Bob Hutchinson
Node-RED node – Node-RED (IBM Emerging Technology)
Perl CPAN module – OpenCageData
geopy Geocoding library for Python – geopy
Geocoder written in python – Denie Carriere
what3words to Address Utility – Steve Caldwell
what3trackz – Alexander Uhlig & Fabian Schebanek
Help

FOR WHEN **ONE ADDRESS** JUST ISN'T **ENOUGH**


what3words | Addressing t
Gary
https://map.what3words.com
what3words
About
Download App
Developer
Contact
Log in
English
Map
Satellite
Esri Map
Esri Satellite
OpenStreetMap
Mapbox
Lock Pin
?
Ariel Way
Relay Rd
Hunt Cl
A3220
St Anns Rd
Sirdar Rd
Rifle Place
Wilsham St
Darnley Terrace
Boots Opticians
Explore Learning
Westfield London
Wood Ln
Stanlake Rd
Frithville Gardens
MacFarlane Rd
W Cross Rte
Queensdale Cres
Central Gurduara (Khalsa
Jatha) Sikh Temple
St Anns Villas
Queensdale Pl
Queensdale Rd
Shepherd's Bush Pl
Shepherds Bush Library
Tadmor St
Bulwer St
A4020
Shepherd's Bush Market
Lime Grove
Pennard Rd
Uxbridge Rd
BPP
Aldine St
Caxton Rd
Sterne St
Shepherds Bush
Royal Crescent
Gardens
Royal Cres
Holland Park Ave
Shepherd's Bush Station
Google
Map data ©2016 Google
Terms of Use
Report a map error
poems.warns.straw


what3words | Addressing t
Gary
https://map.what3words.com
what3words
About
Download App
Developer
Contact
Log in
English
Map
Satellite
Esri Map
Esri Satellite
OpenStreetMap
Mapbox
Lock Pin
?
Wood Lane Station
Hammersmith Park
A219
Ring Rd
Relay Rd
Ariel Way
A3220
Evesham St
Freston Rd
Nicholas Rd
Olaf St
St Anns Rd
Hunt Cl
Rifle Place
Darnley Terrace
Boots Opticians
Explore Learning Westfield London
Wood Ln
Swindon St
Abdale Rd
Tunis Rd
Stanlake Rd
Frithville Gardens
MacFarlane Rd
A4020
Shepherds Bush Library
Shepherd's Bush Pl
Tadmor St
W Cross Rte
Queensdale Cres
Queensdale Rd
St Anns Villas
Central Gurduara (Khalsa Jatha) Sikh Temple
Google
Map data ©2016 Google
Terms of Use
Report a map error
object.penny.index


what3words | Addressing
Gary
https://map.what3words.com
what3words
About
Download App
Developer
Contact
Log in
English
Map
Satellite
Esri Map
Esri Satellite
OpenStreetMap
Mapbox
Lock Pin
?
Wood Lane Station
Hammersmith Park
Batman Cl
Ariel Way
Relay Rd
Ring Rd
A219
A3220
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Boots Opticians
Explore Learning Westfield London
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Loftus Rd
Abdale Rd
Tunis Rd
Stanlake Rd
Shepherds Bush Library
Shepherd's Bush Market
Bulwer St
Tadmor St
Shepherd's Bush Pl
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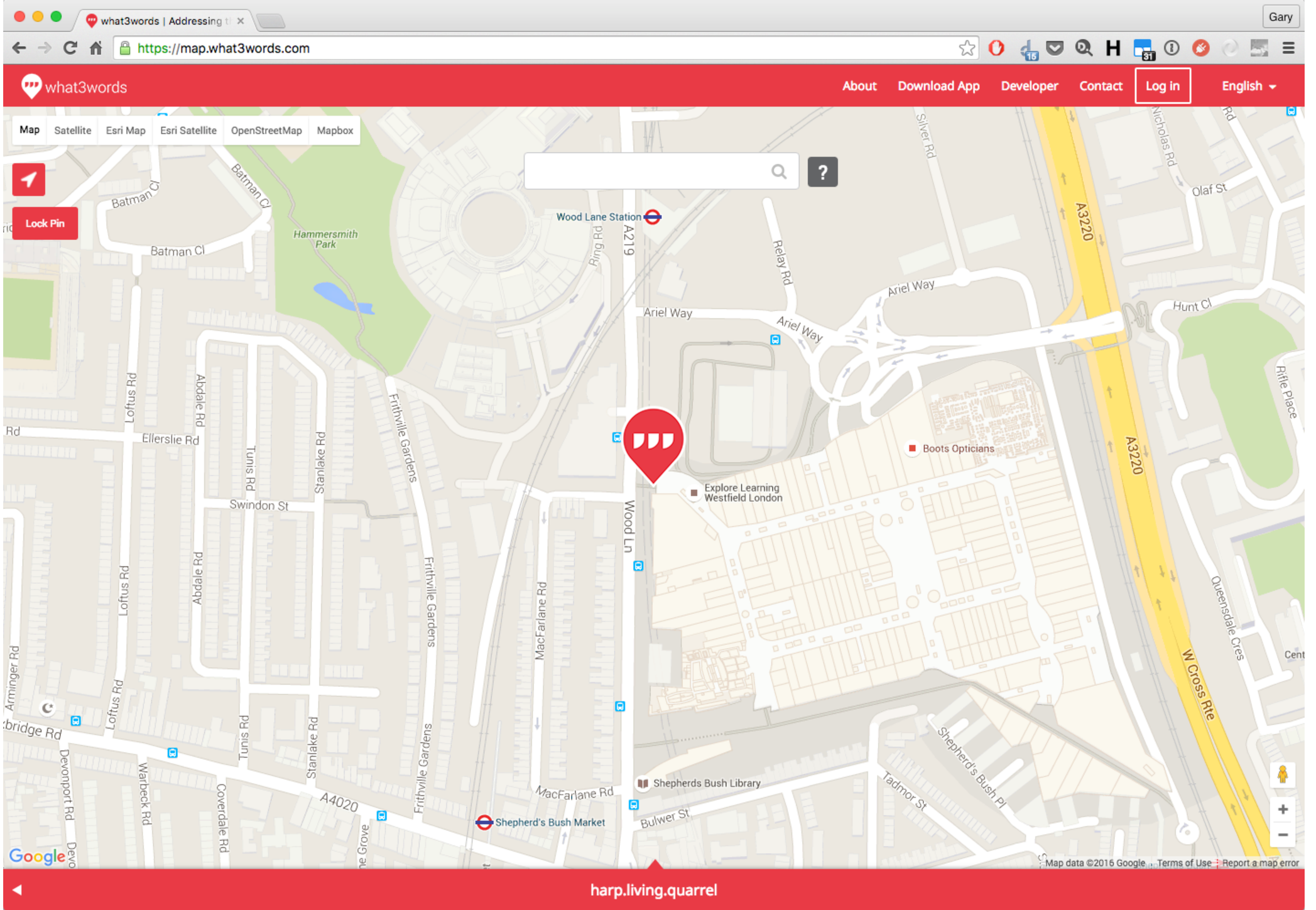
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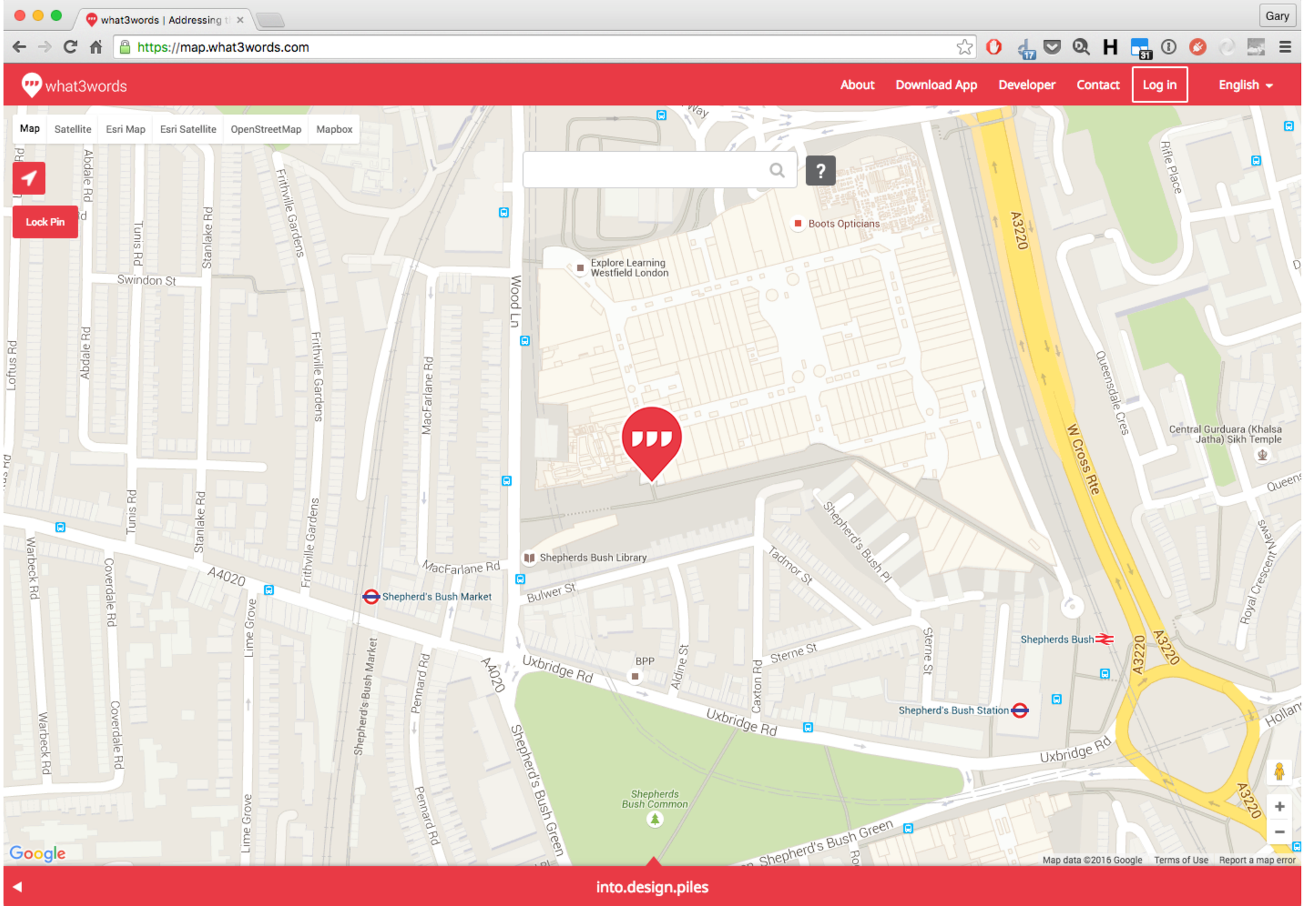
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Frithville Gardens
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MacFarlane Rd
Loftus Rd
Warbeck Rd
Coverdale Rd
Lime Grove
A4020
Shepherd's Bush Market
Shepherds Bush Library
Bulwer St
Uxbridge Rd
BPP
Aldine St
Caxton Rd
Sterne St
Tadmor St
Shepherd's Bush Pl
Shepherds Bush
Shepherd's Bush Station
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W Cross Rte
Queensdale Cres
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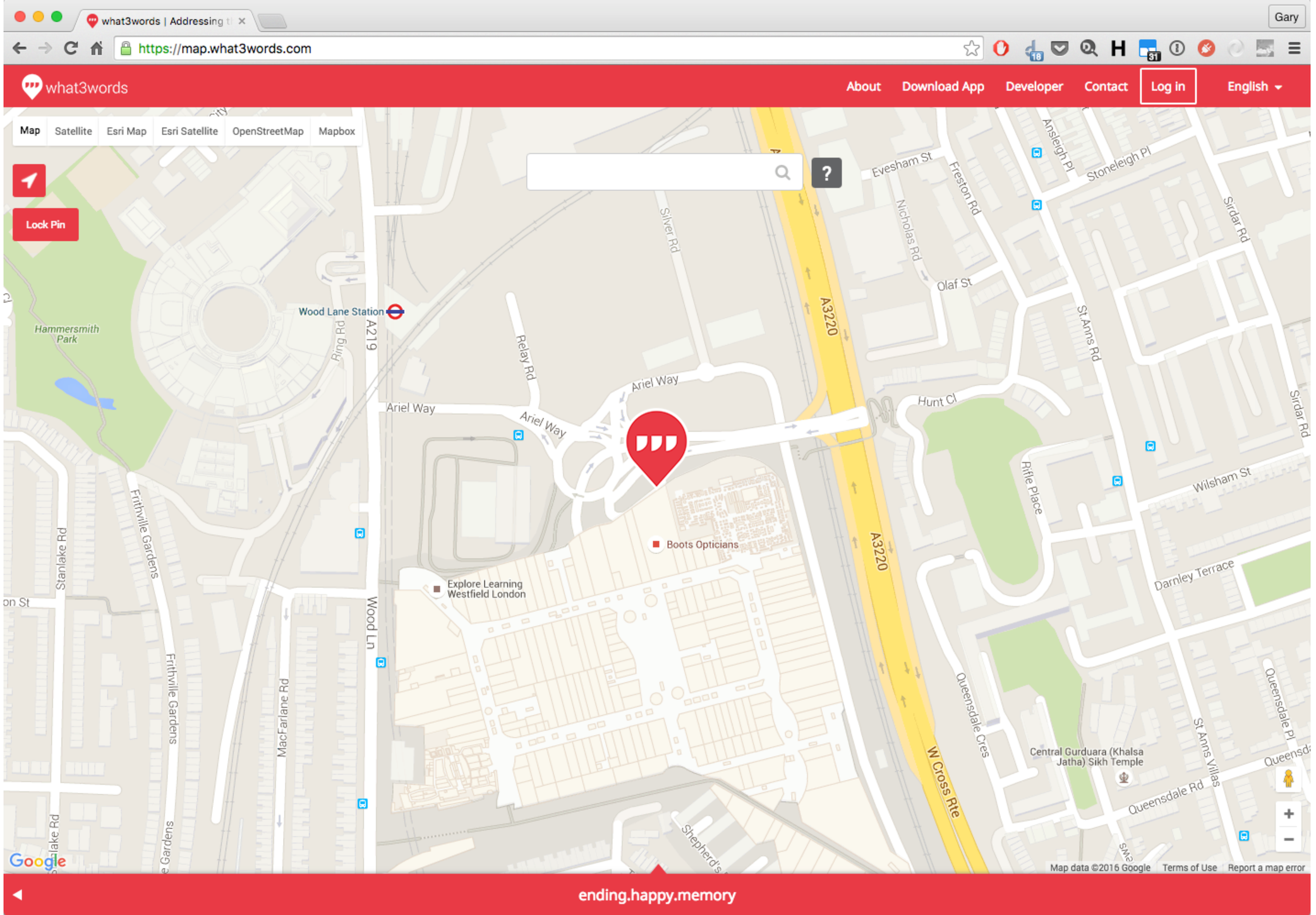
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Freston Rd
Ansleigh Pl
Stoneleigh Pl
Sirdar Rd
Olaf St
St Anns Rd
Hunt Cl
Rifle Place
Wilsham St
Darnley Terrace
Queensdale Cres
Queensdale Rd
Queensdale Pl
St Anns Villas
Central Gurduara (Khalsa Jatha) Sikh Temple
W Cross Rte
Boots Opticians
Explore Learning Westfield London
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Stanlake Rd
Frithville Gardens
MacFarlane Rd
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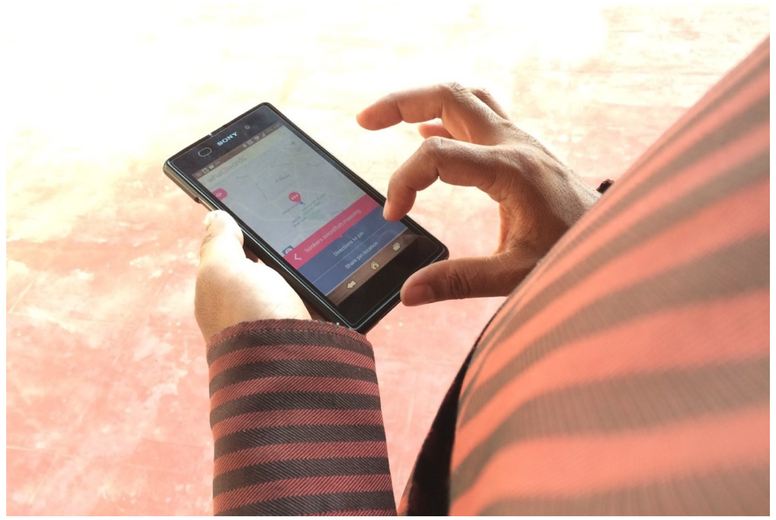
BEING USED IN THE **SLUMS** TO **DELIVER LIGHT**



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BEING USED IN **RURAL AFRICA** TO **ERADICATE MOSQUITOS**

In²Care
Innovative Insect Control
& Application Research

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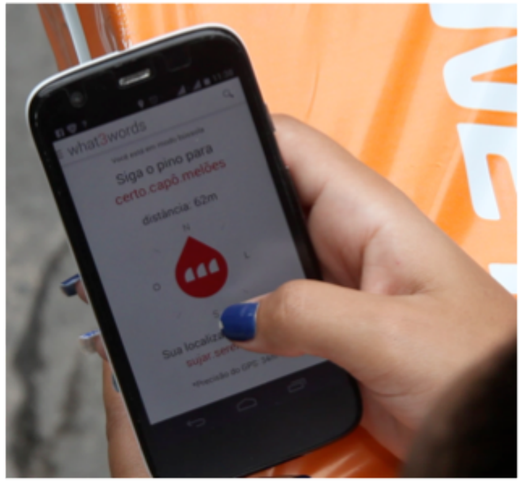
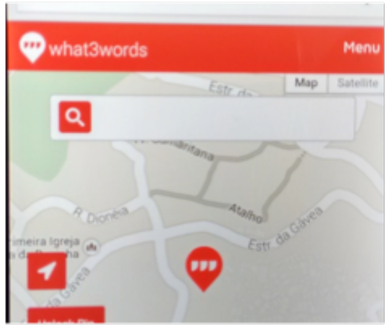
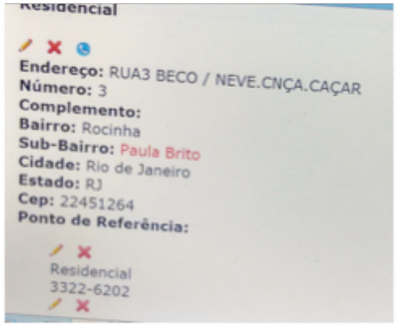
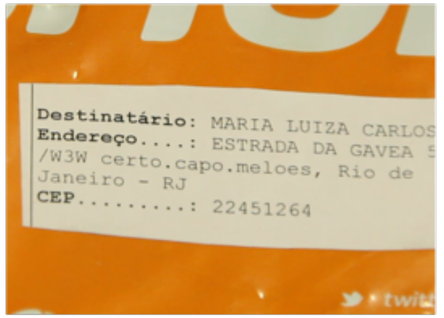
BEING USED IN THE **FAVELAS** TO **DELIVER PACKAGES**









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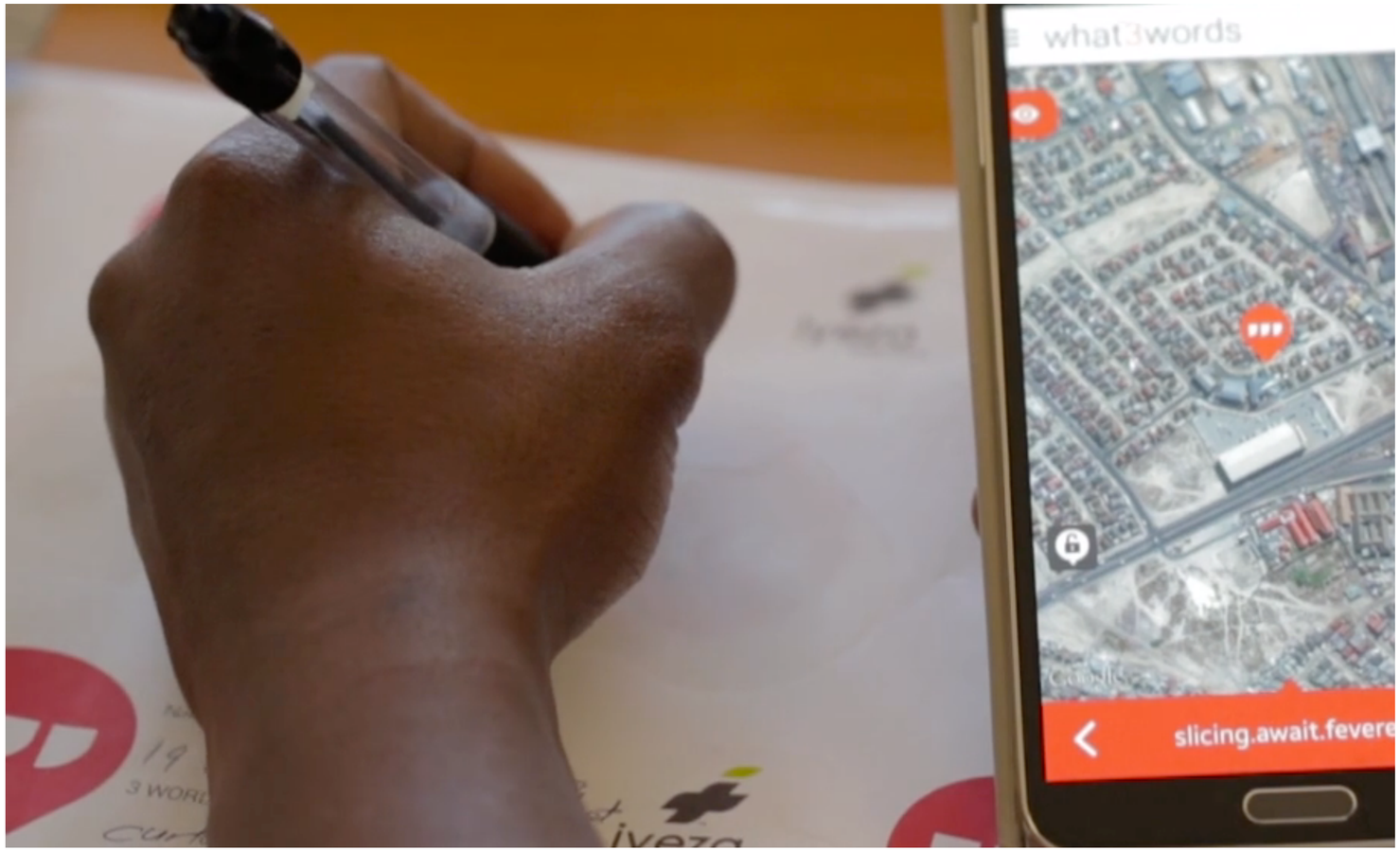
BEING USED IN THE **TOWNSHIPS** TO **DELIVER MEDICINES**



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BEING USED BY THE **UN** TO **REPORT DISASTERS**

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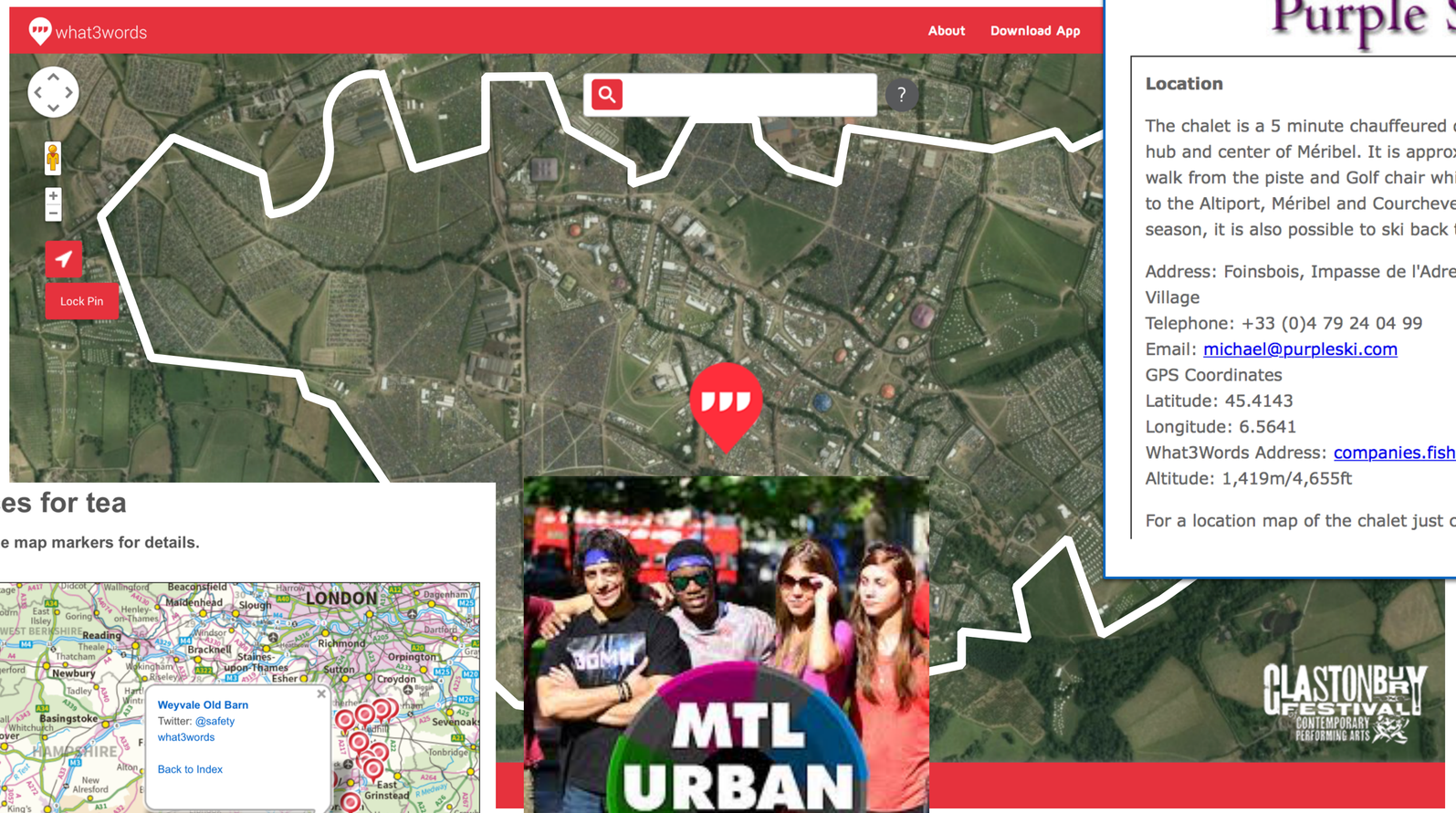
FESTIVALS, RUNS, **CHALETS**, SCAVENGER **HUNTS**



Purple Ski

Location

The chalet is a 5 minute chauffeured drive from the main lift hub and center of Méribel. It is approximately 2 minutes walk from the piste and Golf chair which offers quick access to the Altiport, Méribel and Courchevel. For most of the season, it is also possible to ski back to the chalet.

Address: Foinsbois, Impasse de l'Adret, 73550 Méribel Village
Telephone: +33 (0)4 79 24 04 99
Email: michael@purpleski.com
GPS Coordinates
Latitude: 45.4143
Longitude: 6.5641
What3Words Address: companies.fishmongers.covert
Altitude: 1,419m/4,655ft

For a location map of the chalet just click here.

WiltshireByways

Brayford - Walscott Hill (ORPA, N-S)

Places for tea

Click the map markers for details.

Back to Index

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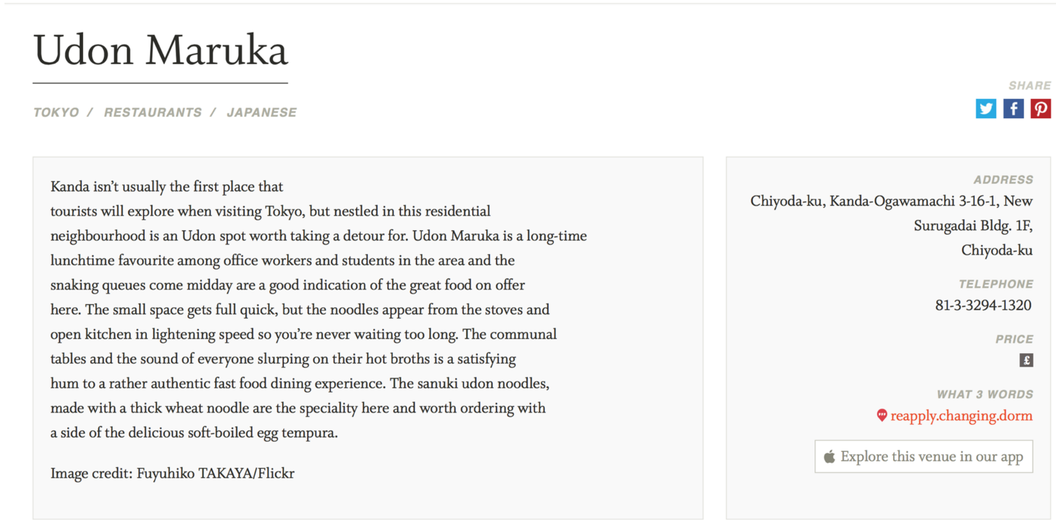
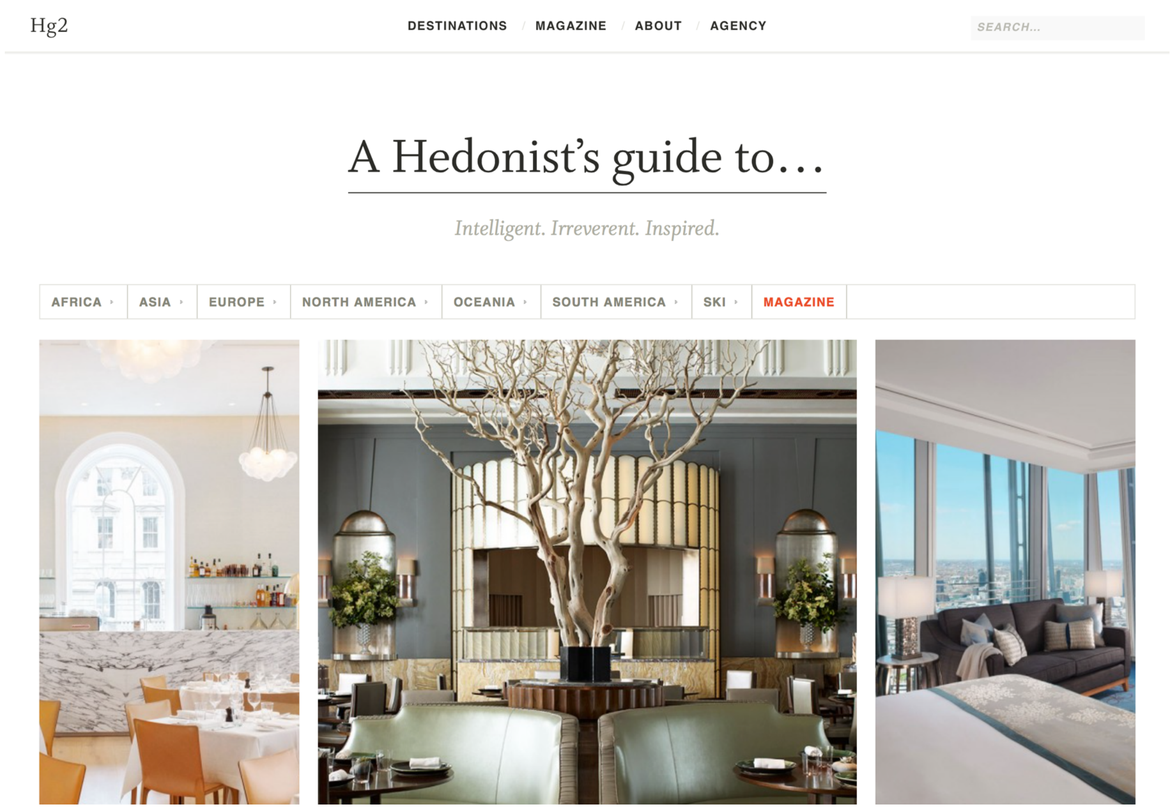
BARS, HOTELS & **RESTAURANTS**





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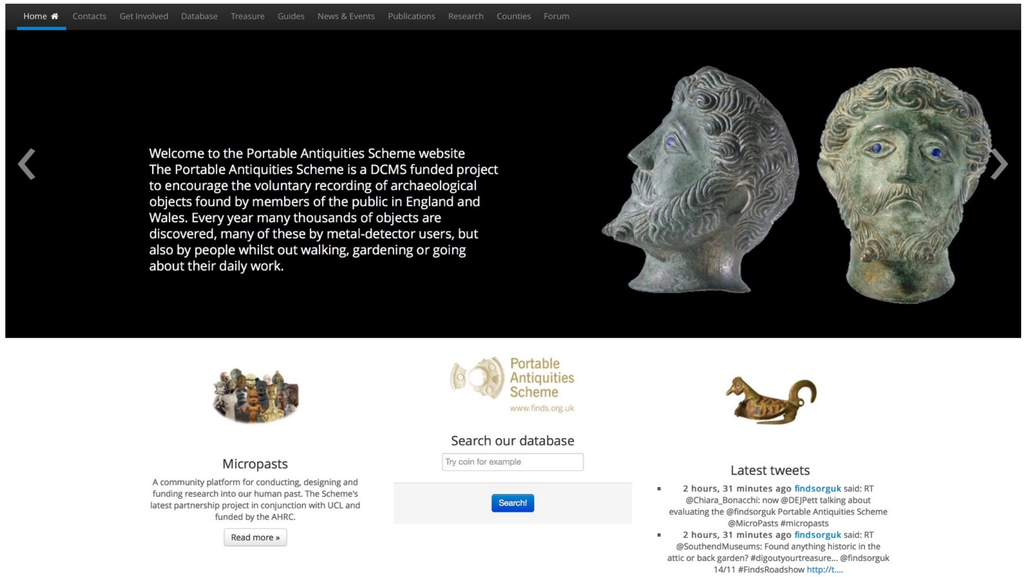
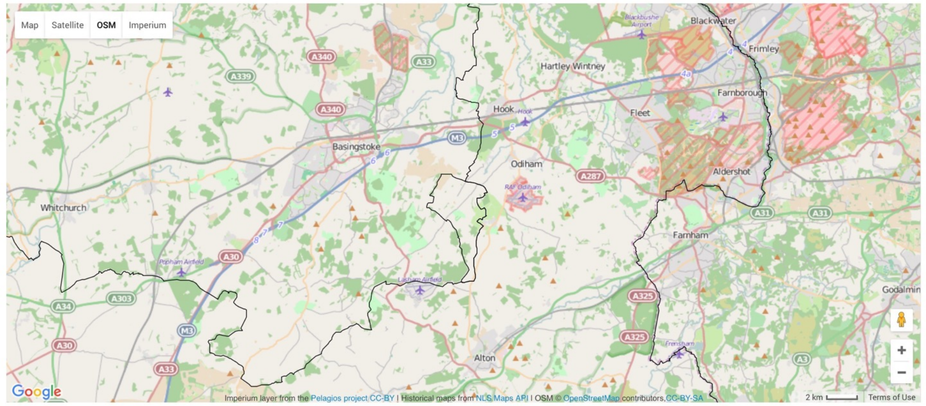
USED TO **DOCUMENT** 1 MILLION+ **ARCHEOLOGICAL** FINDS





Spatial metadata

Region: South East (European Region)
County or Unitary authority: Hampshire (County)
District: Basingstoke and Deane (District)
Parish or ward: Upton Grey (Civil Parish)

Spatial coordinates

4 Figure: SU7048
Four figure Latitude: 51.22690788
Four figure longitude: -0.99892011
1:25K map: SU7048
1:10K map: SU74NW
WOEID: 26350819
What3Words: intensely.faded.scarred
Grid reference source: From a paper map
Unmasked grid reference accurate to a 10 metre square.

Discovery metadata

Method of discovery: Metal detector
General landuse: Cultivated land

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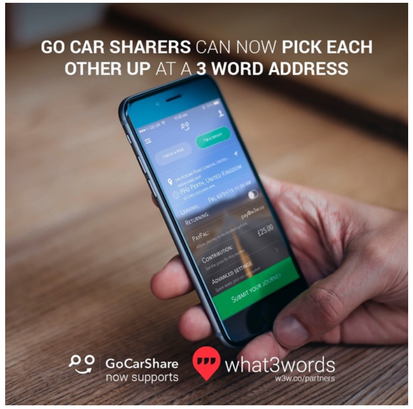

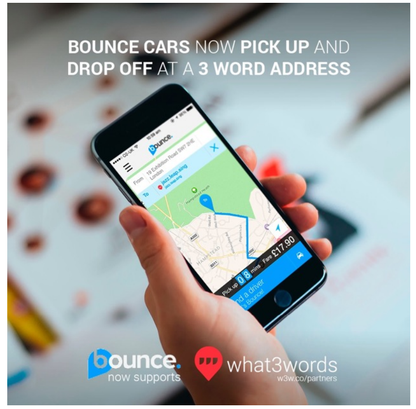

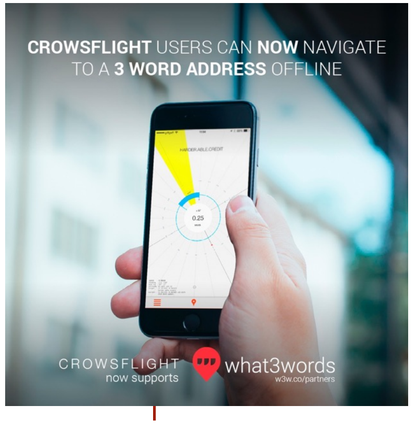

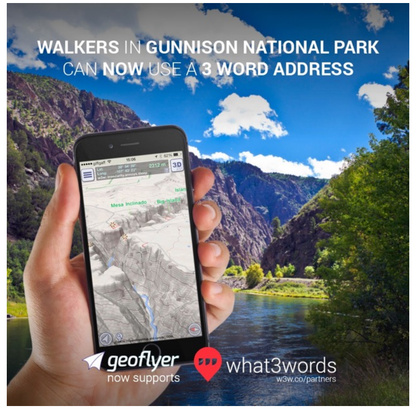

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MULTI-AWARD WINNING **IDEA**

FINALIST
DISASTER PREPAREDNESS

WINNER - LAUREATE
ECONOMIC DEVELOPMENT

WINNER - INNOVATION GRAND PRIX

WINNER - BT INGENIOUS AWARD

FINALIST

WINNER - MOST
INNOVATIVE APP 2015

NATIONAL NOMINEE & SHORTLISTED

WINNER - LONDON INNOVATOR

A **3 WORD** ADDRESS MEANS

BANANA_URGENTLY_UPLIFT
what3words

FICTION.UNLESS.PAVE
what3words

ANDIKA • USULI • SIHA
4 0 A

PARISH HEHLTHCARE
FUTURES • NOODLE • INVENTIVE-
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