



ASX Announcement

06 October 2010

NearMap.com and Sensis announce business relationship

ipernica ltd

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Postal Address: P O Box 1327,
West Perth, WA 6872, Australia

Australian Stock Exchange:

Code: IPR

Board of Directors

Non-executive Chairman:
Ross Norgard

Managing Director:
Graham Griffiths

Non-executive Directors:
Conrad Crisafulli
Karl-Christian Agerup
Stuart Nixon

Senior Management:

Group Chief Financial Officer:
Mark Maitland

General Counsel:
Jonathan Lawe Davies

CEO NearMap.com:
Simon Crowther

Capital Structure

Fully-Paid Shares on Issue:
323.1 million

Unlisted Options on Issue:
7.76 million @ 16c
27.38 million @ 20c
12.50 million @ 40c
47.64 million

Cash Reserves:

A\$10.5M as at 30 June 2010

Perth, Western Australia – Diversified technology and intellectual property group, ipernica ltd (ASX:IPR), today announced that 100% owned subsidiary NearMap.com has signed a Memorandum of Understanding ("MOU") to enter into a joint reseller agreement with Sensis. A formal binding agreement is expected to be finalised within 90 days which will allow both Sensis and NearMap.com to on-sell either company's products to new or existing government or commercial clients in Australia or New Zealand.

The announcement of the business relationship will be made today at the spatial@gov Conference and Exhibition in Canberra that runs from 5 – 7 October 2010. NearMap.com will co-exhibit with Sensis with an attendee list from the peak organisations in Australia representing the public, private, research and professional sectors of the spatial community.

"NearMap.com is the leading provider of high resolution aerial imagery. This partnership enhances our continued commitment to provide customers with the most innovative and up-to-date mapping information available," said Group Manager of Location Navigation at Sensis, Peter Barclay.

"NearMap.com offers a high frequency of updates to its capital city imagery. With coverage of more than 75% of Australia's population, NearMap.com is changing the way governments, companies and communities see their world online," said Mr. Barclay.

NearMap.com Chief Executive Officer, Simon Crowther, said the partnership is a ground breaking agreement for NearMap.com.

"This agreement will provide NearMap.com with the opportunity to engage with the vast network of Sensis clients across government and industry," said Mr Crowther.

"We believe the combination of our clear and current PhotoMaps with the comprehensive mapping products Sensis offer will equip new and existing customers with a locational capability that reflects what is on the ground right now."

Attached also is the Media Release from Sensis.

about Sensis

Sensis is Telstra's advertising business and Australia's leading directories information resource, helping Australians find, buy and sell. Sensis delivers innovative and integrated local search and digital marketing solutions via print, online, voice and mobile channels to connect Australians 24 hours a day, seven days a week. Sensis' powerful, multi-channel portfolio provides an unparalleled local information source incorporating the White Pages® and Yellow Pages® directories; the MediaSmart digital advertising business; the Whereis® digital mapping business; the Citysearch® entertainment and lifestyle website; the sensis.com.au search engine; the 1234 operator-assisted, premium voice information service; and the accommodation website gostay.com.au.

about NearMap.com

NearMap.com is a location based media company that creates high quality, current and changing PhotoMaps. The only company that can update high resolution aerial imagery monthly, and with coverage of more than 75% of Australia's population, NearMap.com is changing the way governments, companies and communities see their world online.

NearMap.com's clear, current and changing Photo and Terrain maps provide government and commercial users with a powerful capability that has never before been technically possible or economically viable.



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about ipernica

ipernica is a diversified technology and intellectual property ("IP") commercialisation group which is focused on the creation and exploitation of IP rights on a global basis, including 100% owned subsidiary NearMap.com.

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MEDIA RELEASE

October 6, 2010

Sensis adds aerial imagery to B2B mapping offer

Sensis has boosted its mapping offer by signing a joint agreement with photo and terrain mapping provider NearMap.com to provide aerial imagery with its maps.

The aerial imagery (called PhotoMaps) provided by NearMap.com will add value to Sensis' existing range of B2B products, including in-car navigation and routing systems, by having all routing, tracking and mapping requirements available from one provider.

NearMap.com's highly accurate imagery will also be used to help Sensis improve the quality and detail of their existing maps.

The announcement was made yesterday at the spatial@gov® Conference & Exhibition in Canberra that sees Sensis exhibit alongside peak spatial organisations in Australia and New Zealand representing the public, private, research and professional sectors of the spatial community.

"NearMap.com is the leading provider of high resolution aerial imagery. This partnership enhances our continued commitment to provide customers with the most innovative and up-to-date mapping information available," said Group Manager of Location Navigation at Sensis, Peter Barclay.

"NearMap.com offers a high frequency of updates to its imagery of capital cities and major regional centres. With regular coverage of more than 75% of Australia's population, NearMap.com is changing the way governments, companies and communities see their world online," said Mr. Barclay.



NearMap.com Chief Executive Officer, Simon Crowther said the partnership is a ground breaking agreement for the online mapping company.

"This agreement provides NearMap.com with the opportunity to engage with the vast network of Sensis clients across government and industry," said Mr Crowther.

"We believe the combination of our clear, current and changing PhotoMaps with the comprehensive mapping products Sensis offer will equip new and existing customers with a locational capability that reflects what is on the ground right now."

The memorandum of understanding forms a basis where both Sensis and NearMap.com may on-sell either company's products to new or existing government or commercial clients in Australia and New Zealand.

At the spatial@gov® Conference & Exhibition, Sensis will also be showcasing one of their new mapping vehicles. Armed with five state-of-the-art cameras on its roof, the Whereis® four-wheel-drive (4WD) is set to capture new road networks and key points of interest for Whereis® to add to its extensive navigation map database of Australian cities, towns, landmarks and roads.

Whereis® – Australia's local mapping expert – have a team of seven data-capture 4WDs on the road for most of the year, capturing intricate details of the landscape including road curvature, road slopes, lane markings and signs to sub-metre accuracy to provide Australians with the most up-to-date navigation mapping database available.

The spatial@gov® Conference & Exhibition runs from 5 – 7 October, 2010 at the National Convention Centre in Canberra.

During the Conference interview opportunities are available with Fred Curtis (Whereis Commercial Manager) or Simon Crowther (NearMap.com Chief Executive Officer) on 6th and 7th October.

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NearMap.com's clear, current and changing Photo and Terrain maps provide government and commercial users with a powerful capability that has never before been technically possible or economically viable.



NearMap.com is the only company in the world that can offer:

- Monthly updates over capital city imagery.
- Georeferenced and orthorectified PhotoMaps online within days of being flown.
- The ability to see change over time.
- High accuracy in even the most remote areas.
- PhotoMaps with vertical and four oblique views.
- Terrain data of comparable quality to that generated by LiDAR.
- All of the above at a fraction of the cost of other providers.