



ASX Announcement

14 September 2011

nearmap.com launches first e-commerce site

ipernica Ltd

ABN 37 083 702 907

Head Office:

Street Address: 16 Ord Street,
West Perth, WA

Tel: +61 8 9420 8500

Fax: +61 8 9420 8547

Email: ipernica@ipernica.com

Postal Address:

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

Australian Securities Exchange:

Code: IPR

Board of Directors

Non-executive Chairman:

Ross Norgard

Managing Director:

Graham Griffiths

Non-executive Directors:

Karl-Christian Agerup

Rob Newman

Senior Management:

nearmap.com Chief Executive:
Simon Crowther

Chief Financial Officer:

Mark Maitland

General Counsel:

Jonathan Lawe Davies

Capital Structure

Fully-Paid Shares on Issue:

323.1 million

7.76 million @ 16c

27.57 million @ 20c

12.50 million @ 40c

47.83 million

Cash Reserves:

A\$11.1M as at 30 Jun 2011

Perth, Western Australia – Diversified technology commercialisation group, ipernica Ltd (ASX:IPR), today announced that 100% owned subsidiary nearmap.com has launched its first e-commerce site targeting the education sector. To further support sales to this sector, nearmap.com has appointed data management and integration company Omnilink as a reseller.

The launch of the education sector e-commerce site follows nearmap.com's announcement on 12 July 2011 that to more effectively monetize additional revenue streams, it would offer its mapping content to all commercial users on a paid for subscription model. It will achieve this by making it easier for users to access and subscribe only to relevant parts of the content to support their specific needs, via desktop and mobile applications and e-commerce facilities.

Please find attached related media release from nearmap.com.

about nearmap.com

nearmap.com is an online photomap content provider. The Company's breakthrough technology enables photomaps to be updated much more frequently than other providers. With more than 75% of Australia's population covered regularly, nearmap.com is changing the way governments, companies and communities see their world.



about ipernica

ipernica is a diversified technology commercialisation group involved in technology innovation and the commercialisation of valuable intellectual assets, including 100% owned subsidiary nearmap.com.

Further Information:

Graham Griffiths, Managing Director, ipernica Ltd

Tel: +618 9420 8500

Email: graham.griffiths@ipernica.com

Website: <http://www.ipernica.com>



Media Release

nearmap.com launches first e-commerce site for education sector

OMNILINK appointed as reseller for Australian education sector

15 September 2011, Australia – Australian-based geospatial mapping company, nearmap.com, has launched its first e-commerce site for the education sector.

The move signifies the company's new monetisation model that will see a series of sector-specific products and services introduced to the market this year.

nearmap.com recently announced 2000 percent year-on-year growth in revenue in July for FY11 and a new strategic direction to monetise the company's PhotoMap content across multiple platforms including web, mobile, mobile apps and APIs.

nearmap.com CEO, Simon Crowther, says: "Traditionally, our license model prohibited small players from accessing our data, which obviously meant there were a number of markets we weren't capitalising on."

"As a business, we've made a concerted effort to restructure our subscription options so more people can access nearmap's high quality PhotoMaps regardless of whether they are a government department, mining company or a school in Bonnie Doon," says Crowther.

The e-commerce site <https://shop.nearmap.com> provides access to nearmap.com's high quality aerial PhotoMaps to secondary private and public education providers under an introductory licence ranging from \$1,100 through to \$4,400 per year; primary schools can access nearmap.com's PhotoMaps for free.

To deliver this model to the education sector, nearmap.com has signed a reseller agreement with data management and integration company, Omnilink, which has a major footprint in the education sector through its delivery of property information management services.

David Bruce, Managing Director of Omnilink says: "The nearmap.com agreement allows for Omnilink's clients to have access to accurate and current imagery.

"We see imagery being used more and more for academic purposes and there are particular advantages for independent schools using the nearmap.com content for the management of their property portfolio," says Bruce.

Western Australia's Guildford Grammar School is one of the first schools to sign up for an annual license.

The service allows subscribers to use nearmap.com's entire archive of PhotoMaps from across Australia, as well as download and keep copies of PhotoMaps for an unlimited time.

About nearmap.com

Australian-based nearmap.com provides proprietary 'PhotoMapping' technology that captures, processes and serves high resolution aerial imagery in condensed timeframes. The company generates its PhotoMaps and digital terrain maps from aircraft-mounted cameras providing both a top down and two dimensional view of an object from all four compass points, as well as terrain data. It provides private users free access to map content and a range of paid licence models for government and commercial customers. nearmap.com is 100% owned by Australian publicly-listed company ipernica Ltd (ASX: IPR).

About OMNILINK

[OMNILINK](http://omnilink) is an Australian owned company specialising on data management and location based information. OMNILINK has been in operation for over 20 years and has offices in Sydney, Melbourne, Albury, Auckland and New Zealand. Our core staff of 25 people provide quality services and solutions in the areas of property and asset management, business intelligence, metadata management and data management.

-ends-

FOR FURTHER INFORMATION:

Lauren Fragapane - Edelman 03 9944 7635 | 0408 035 131