



ASX release

10 June 2014

NEARMAP ANNOUNCES SEAMLESS INTEGRATION WITH GOOGLE EARTH

10 June 2014 – SYDNEY - nearmap Ltd (ASX:NEA), Australia's leading provider of frequently-updated, high-resolution imagery, is pleased to announce a new service that provides nearmap subscribers with fast and seamless access to its PhotoMaps imagery within the Google Earth application.

The latest nearmap imagery is delivered to Google Earth via a cloud-based KML service, with no need for client-side storage, and is displayed as an accurately geo-referenced layer that can be overlaid with other user-supplied spatial data, e.g. polygons defining sales regions or asset details linked to asset locations.

nearmap integration with Google Earth allows users to leverage the currency and clarity of nearmap imagery within their Google Earth workflows – new and existing – providing enhanced insight and better decision-making.

Commenting on the integration with Google Earth, nearmap Managing Director Simon Crowther said: "We recognise that the industry has invested in a variety of spatial platforms, and our integration with Google Earth is a key step in giving our imagery the broadest possible reach and delivering maximum value."

-ends-

About nearmap

Built around proprietary PhotoMaps™ aerial imagery technology, nearmap is a visual analytics company with a focus on empowering businesses with timely and reliable information on which to make decisions quickly and with confidence.

Our breakthrough technology enables imagery to be updated much more frequently than other providers. With more than 85% of Australia's population covered regularly, nearmap is changing the way governments, companies and communities see their world.

Further Information

Simon Crowther

Managing Director
Telephone +61 2 8076 0700
simon.crowther@nearmap.com
Twitter: @nearmapCEO

Investors

Telephone +61 400 009 774
investor.relations@nearmap.com

Media

Telephone +61 4 0496 0707
media@nearmap.com