

ASX release

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NEARMAP DELIVERS NEW 3D CONTENT AND OBLIQUE IMAGERY, TRANSFORMING LOCATION CONTENT FOR A RANGE OF INDUSTRIES

- **Oblique imagery capture underway in the US, with 50% of the US population and the five largest metropolitan cities in Australia expected to be captured by 31 December 2017**
- **Captures add not only oblique imagery but 3D products to Nearmap's product set**
- **Access to oblique imagery already available on Nearmap's MapBrowser and through integration with industry standard APIs – with access to 3D products to follow**

11 July 2017 – SYDNEY – Nearmap Limited (ASX: NEA) today announced its national survey program in the United States providing true, high-resolution oblique imagery and derivative 3D products.

Nearmap is already a global leader in providing cloud-based subscription access to up-to-date 2D aerial imagery. Using its patented HyperCamera2 technology, Nearmap is revolutionising the oblique aerial imagery market with the same access model.

Because this new camera system provides a high degree of overlap from different angles, Nearmap can reconstruct the real world in stunning detail, producing not only high resolution 2D and oblique imagery but also surface and terrain models, natural colour point clouds and textured 3D meshes.

"This level of detail and scale of coverage of oblique imagery has never been available as a ready-to-use service for commercial and government needs until now." said Dr Rob Newman, CEO and Managing Director of Nearmap. "The HyperCamera2 process maps reality, by capturing the tops, sides and view angles of locations, buildings and objects, providing specific details of what's exactly on the ground."

Soon, users can immerse themselves in 3D textured mesh models, improving analysis and design activities. They can see different elevations and line of sight using the 3D information. These features become important in many use cases including airport or utility planning, or to determine the best location for a crane before a construction project. Other applications include wireless telecommunications network modelling, solar panel design, tactical resource deployment, real estate development promotion, property valuation, insurance underwriting and smart cities.

"3D brings a whole new aspect of mapping reality to both commercial and government organisations," said Dr Newman. "This new service will help industries plan, design, estimate, communicate and execute their plans—everything from major construction projects to solar installations on homes and businesses."

Commencing in April 2017, Nearmap has already surveyed oblique images in Las Vegas, Indianapolis, Austin, Omaha, Phoenix, Seattle, Denver, Kansas City, Chicago and New York and continues to add new areas. By the end of 2017, Nearmap plans to complete surveying the largest urban areas covering more than half of the US population (about 150 million people) as well as the 5 largest metropolitan cities in Australia. This rollout is consistent with the uses outlined at the time of the equity raising undertaken by Nearmap in November 2016.

Nearmap imagery will be refreshed up to three times per year in the US coverage areas – with three 2D captures incorporating one oblique capture. Nearmap's 2D imagery already covers nearly 70% of the US population, dating back to 2014. "This gives our customers the aerial imagery services they need for their businesses and projects," Dr Newman said.

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The imagery captured from one of the first urban areas to be captured, Austin, Texas, has allowed the creation of a 3D virtual fly through of the Austin downtown area, which can be found on Nearmap's Investor Relations website at <http://www.nearmap.com.au/investor-relations-videos>

Nearmap's oblique imagery can be accessed in the MapBrowser interface or integrated into a customer's own web application using Nearmap's industry standard API. Digital surface modelling is also available for export into GIS / CAD tools including Esri's ArcGIS Pro. Nearmap will soon enable similar access to the 3D products.

Nearmap is already trialling this imagery with customers to determine the pricing models and use cases. Full details of the pricing and customer roll-out of these revolutionary products will be provided in the coming months.

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Nearmap Brings the Real World to You

We capture, manage and deliver the most frequently-updated location content in the world, allowing businesses and governments to explore their environment easily. With Nearmap, organisations unlock opportunities that consistently inform decision making and transform the way they work. Delivered within days of capture, our imagery is much higher resolution than satellite imagery and shows changes over time. Nearmap helps users save time and money, reduce site visits and make better informed decisions with current, clear imagery.

Nearmap is delivered through our web-based MapBrowser or accessed via third party applications.

Further Information

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