

# 3 **WORDS** TO ADDRESS THE **WORLD**

**IMPROVE** EXPERIENCE | **GROW** BUSINESS | **SAVE** LIVES

[what3words.com](https://what3words.com)

@what3words

[w3w.co/ios](https://w3w.co/ios) - [w3w.co/android](https://w3w.co/android)



An aerial photograph of the Burj Khalifa in Dubai, United Arab Emirates. The skyscraper is the central focus, reaching towards a clear blue sky with light, wispy clouds. The surrounding cityscape is visible, including other high-rise buildings, roads, and a large artificial lake with turquoise water. The text "75% OF THE WORLD HAS INADEQUATE, POOR OR NO ADDRESSING SYSTEMS" is overlaid in white, bold, sans-serif font across the middle of the image.

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



4 BILLION PEOPLE DON'T HAVE AN ADDRESS



22°59'23.5\"/>  
43°15'00.8\"W



what3words



asa da Paz

Estr. da Gávea

Estr. da

ssa Senhora  
Boa Viagem

Rua Nova

Estr. da Gávea



22°59'23.5\"/>  
43°15'00.8\"W

Travessa Luz

Travessa União

Rua da Raiz

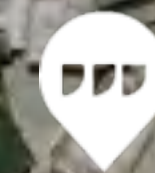
Travessa Agenor

Caminho do Boiadeiro

Travessa Flores

Travessa Anibal

Travessa Palmas



what3words

**“WITHOUT AN ADDRESS, YOU LIVE OUTSIDE THE LAW,  
YOU MIGHT AS WELL NOT EXIST.”**

**HERNANDO DE SOTO, DEVELOPMENT ECONOMIST**

**IN THE OTHER 25% POOR ADDRESSING  
IS COSTLY & FRUSTRATING**

# POOR ADDRESSING HAS A MASSIVE IMPACT



**22m hours lost abroad**



**80% calls - where are you?**



**1 mile/driver=\$50m**

# POOR ADDRESSING HAS A MASSIVE IMPACT



Humanitarian Aid



Navigation



Delivery



Government



Sport & Exploration



Mapping



E-commerce



Travel



Socialising



Taxis



Property Search



Festivals & Events



HOUSE N<sup>o</sup>

E 193  
15

STREET ADDRESSING IS  
EXPENSIVE & TIME CONSUMING

AMHIS  
C-10800  
S-01000  
H-01400

BLK

54

# LANDMARK BASED ADDRESSING IS NOT SCALABLE



“From the Tibas cemetery, 200 meters south, 300 meters west, cross the train tracks, white two-story house.”  
Costa Rica

# DROPPING A PIN IS GOOD FOR DIGITAL BUT NOT FLEXIBLE



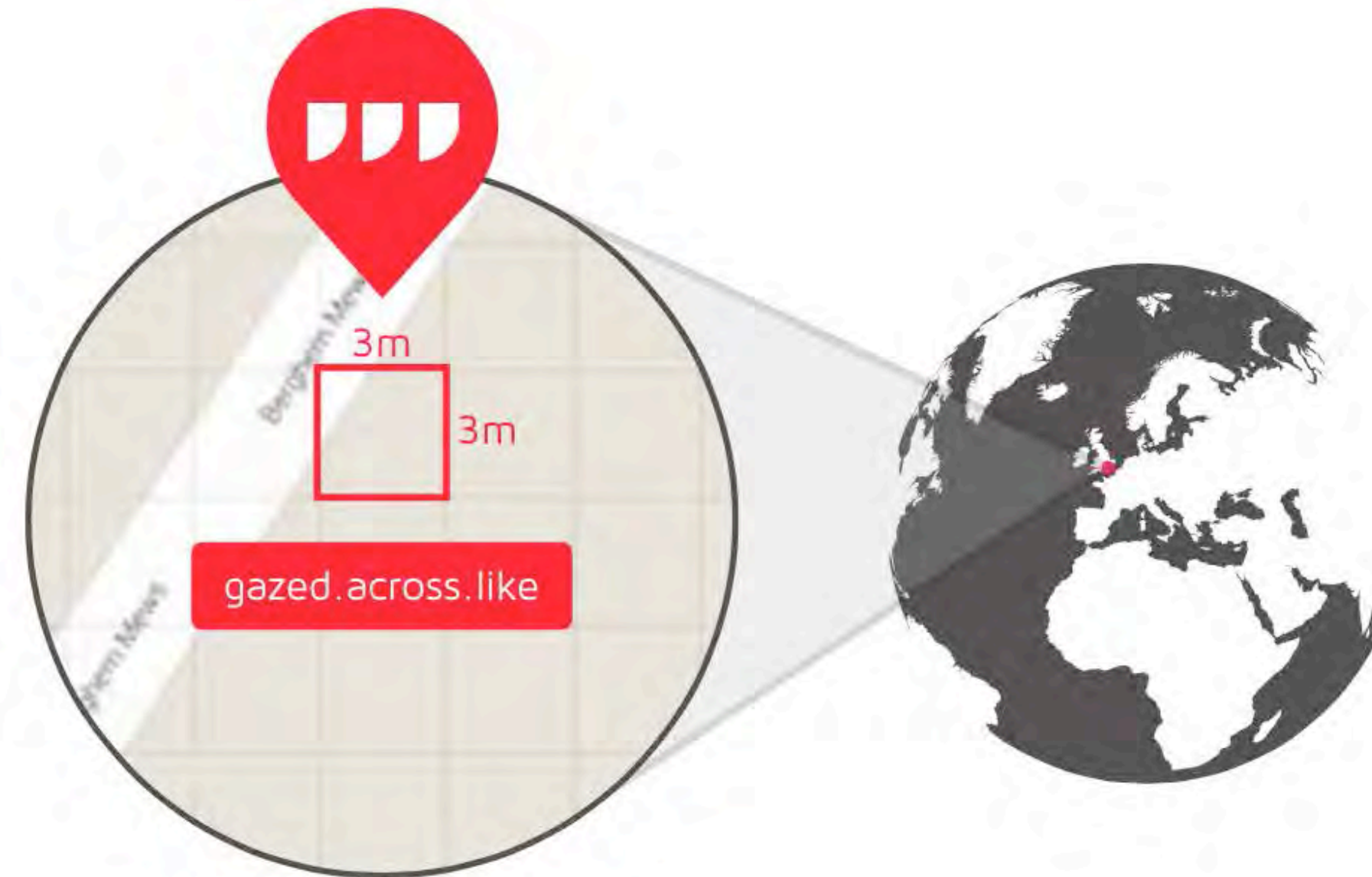
# GPS IS ACCURATE BUT DIFFICULT TO REMEMBER & USE

25° 9' 40.918" **S** 18° 59' 2.824" **E**

# LONG COORDINATES TO 3 SIMPLE WORDS

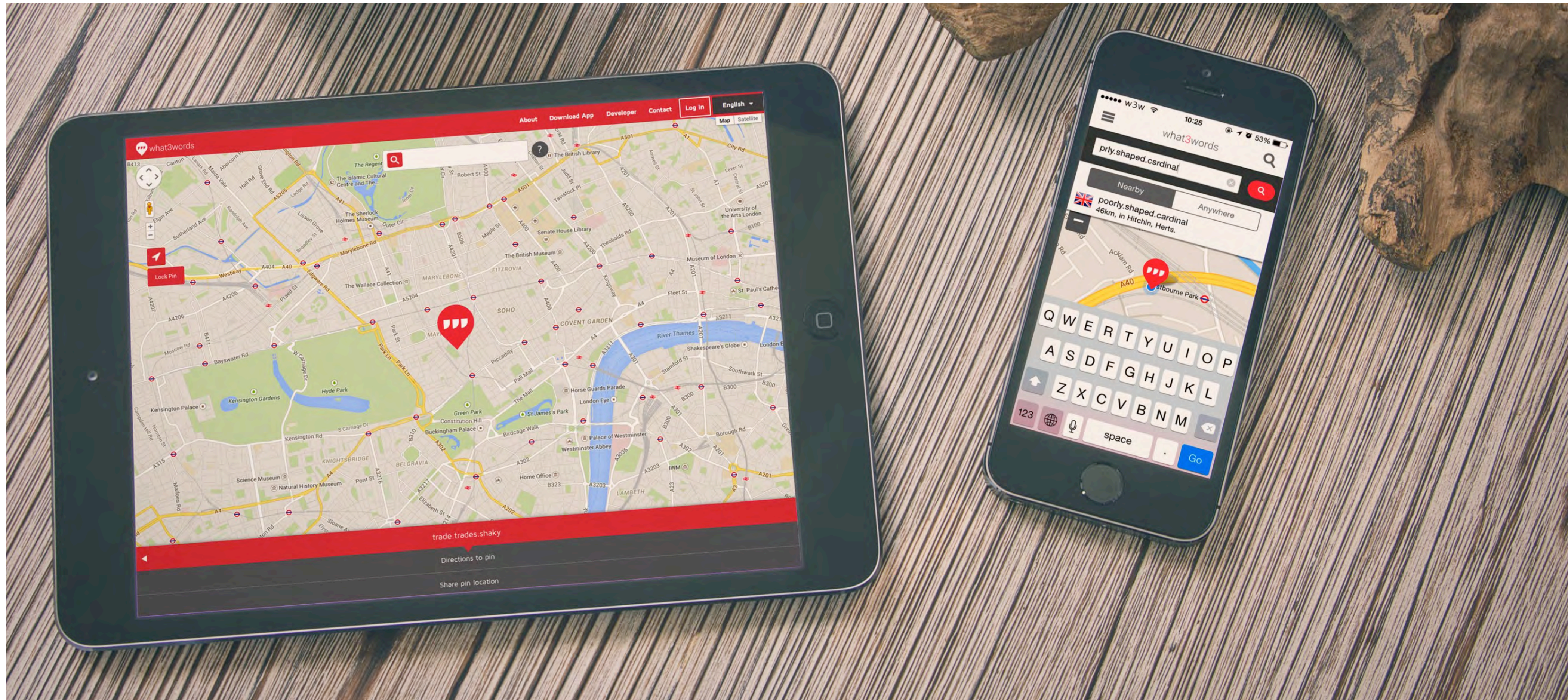
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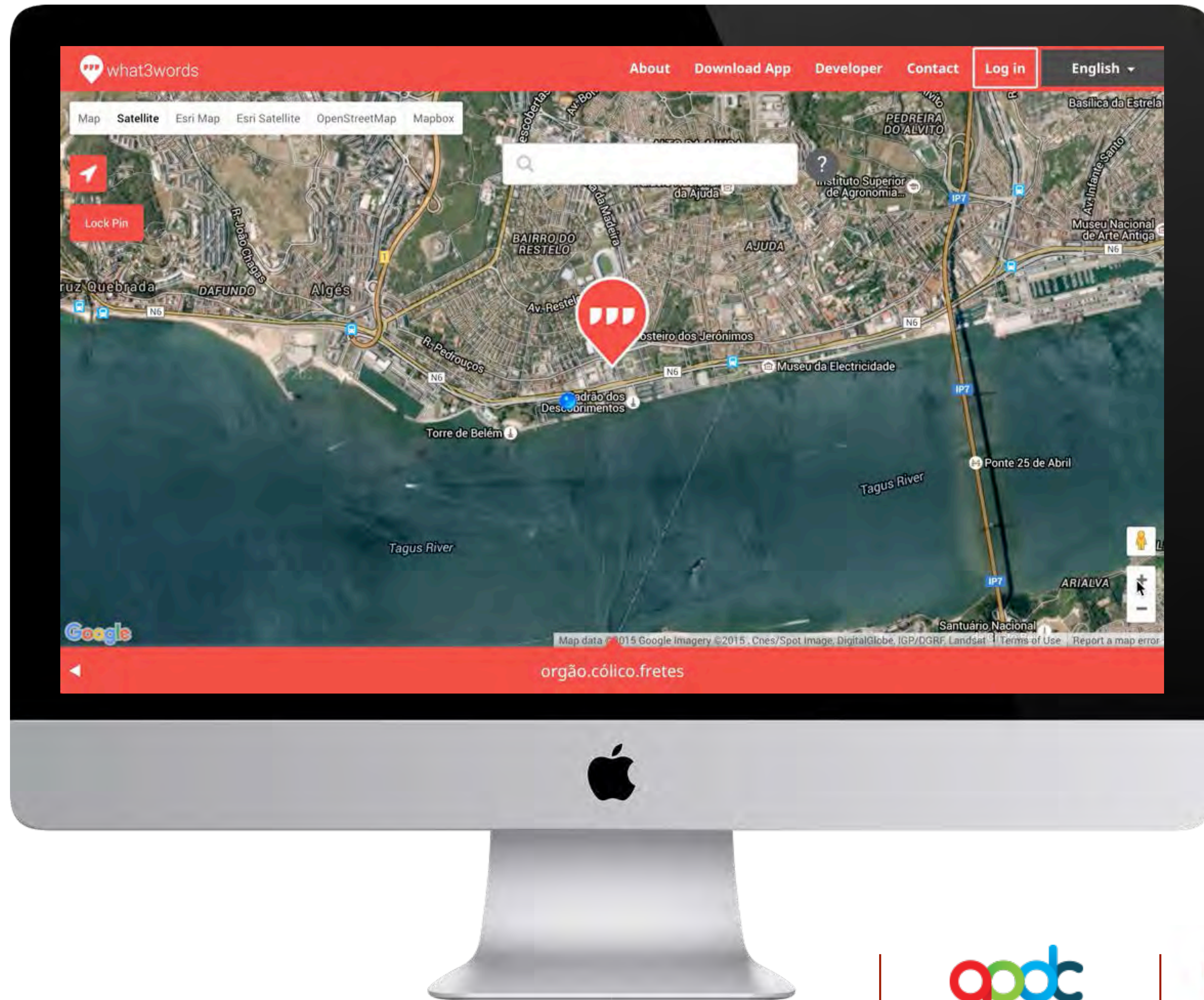
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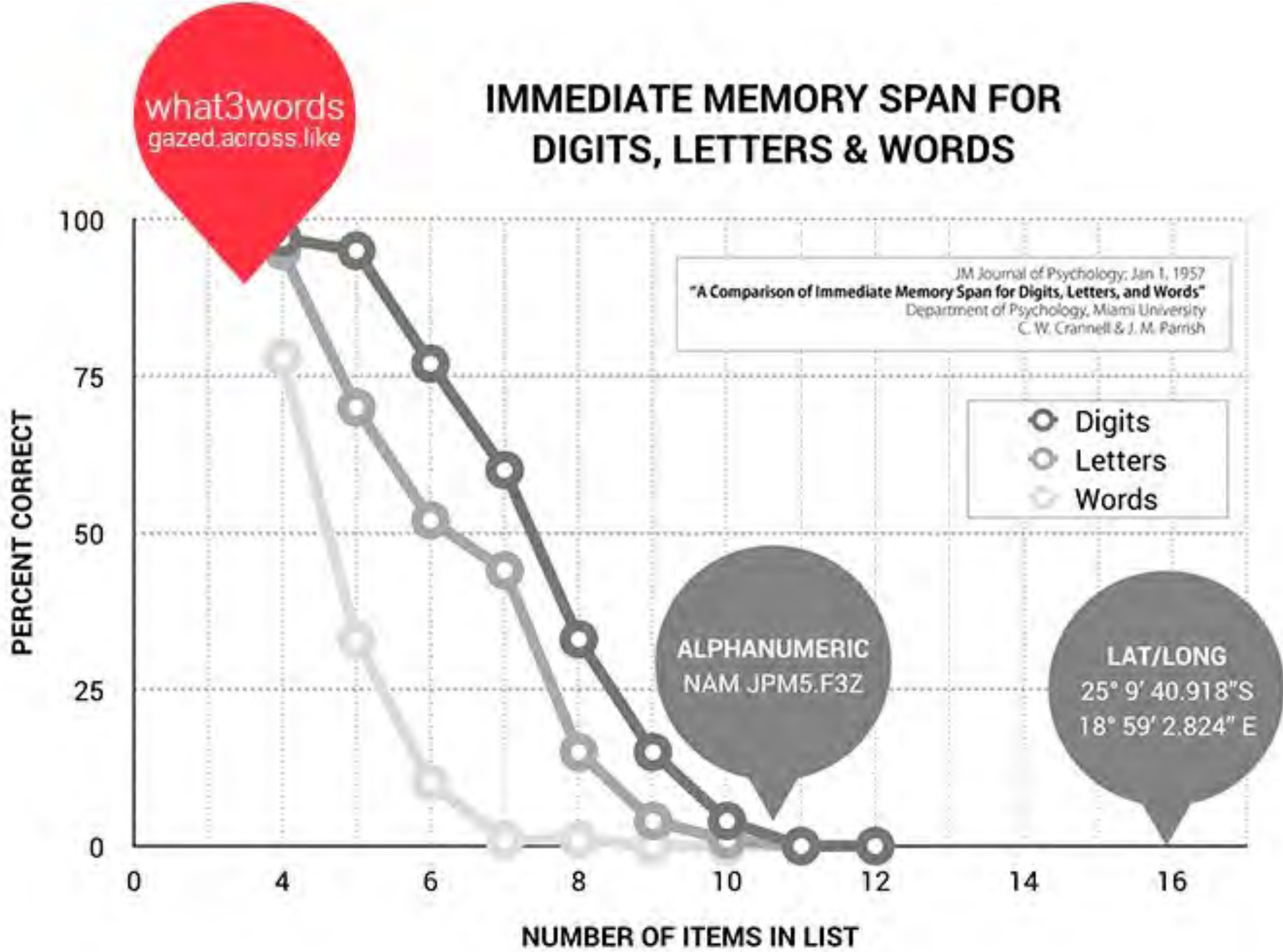


# APPS, SITE & CODE

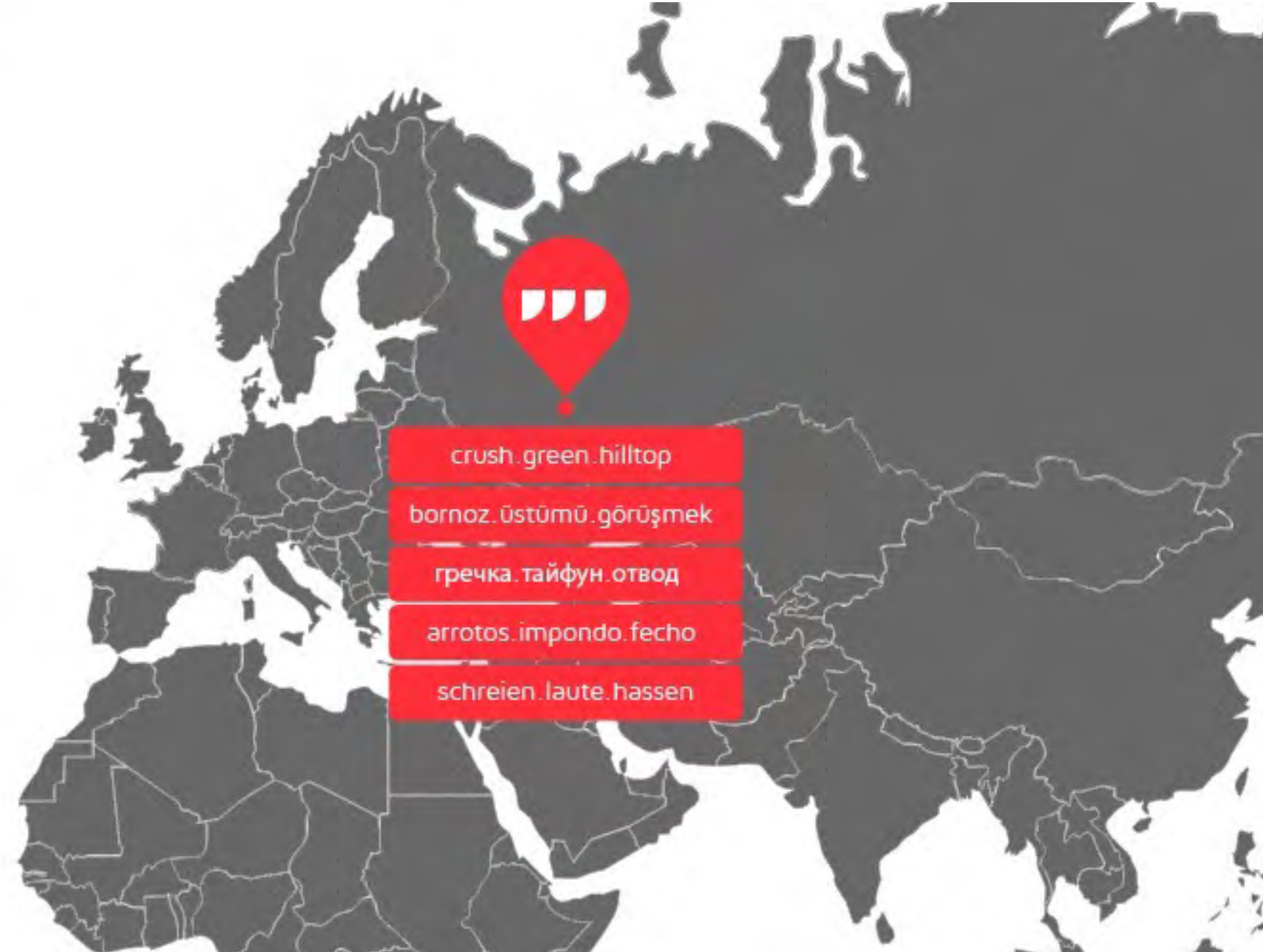




# WORDS BEAT NUMBERS FOR COMMUNICATION



# LANGUAGE EMPOWERS COMMUNITIES



# WORDS MEAN YOU CAN SPOT ERRORS



# WORDS ALLOW INTELLIGENT DISTRIBUTION



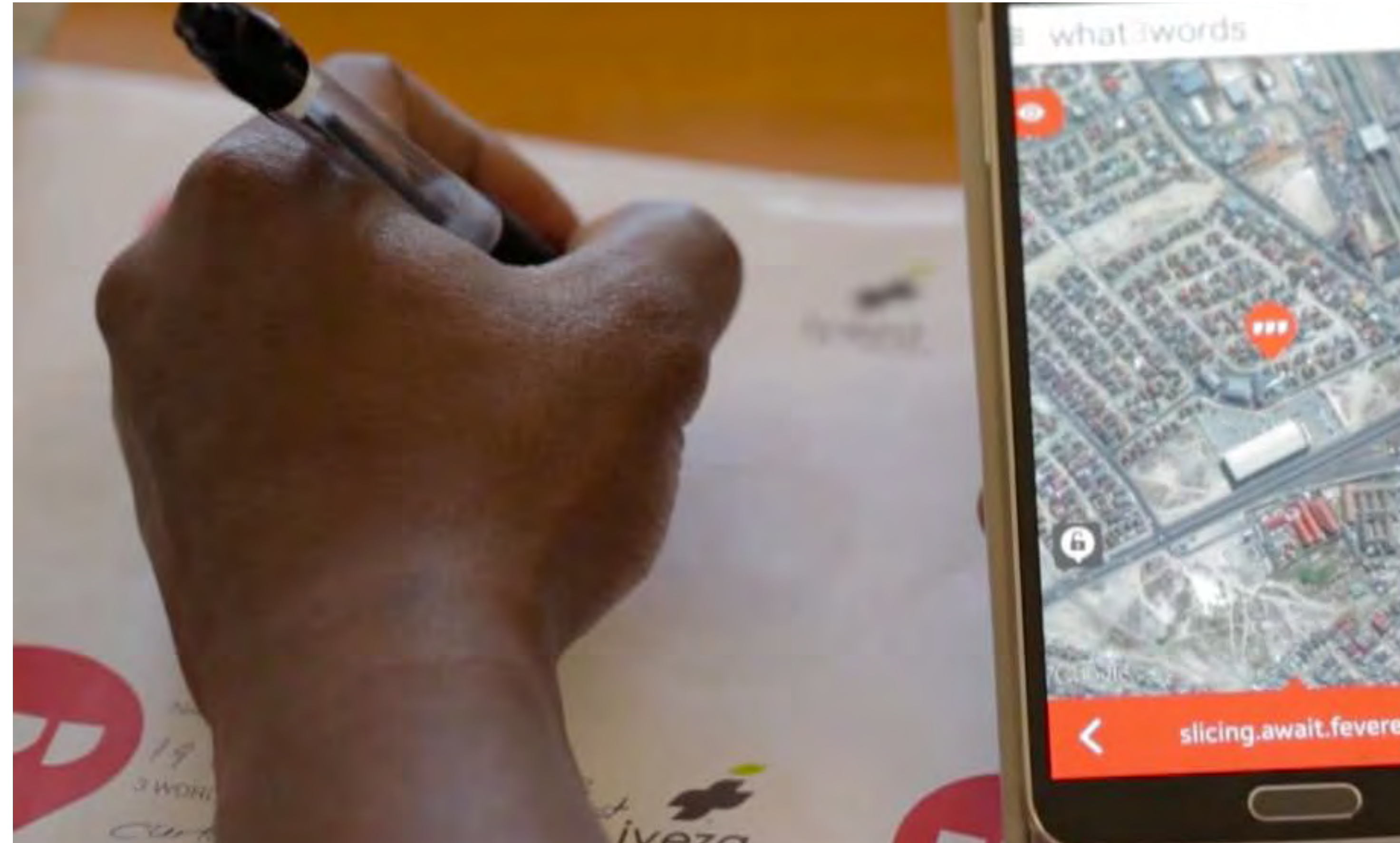
REUSABLE . TIMERS . DESTINY



# A COMMON COMMUNICATION LANGUAGE



# BEING USED IN THE TOWNSHIPS TO DELIVER MEDICINES





# BEING USED IN THE SLUMS TO DELIVER LIGHT

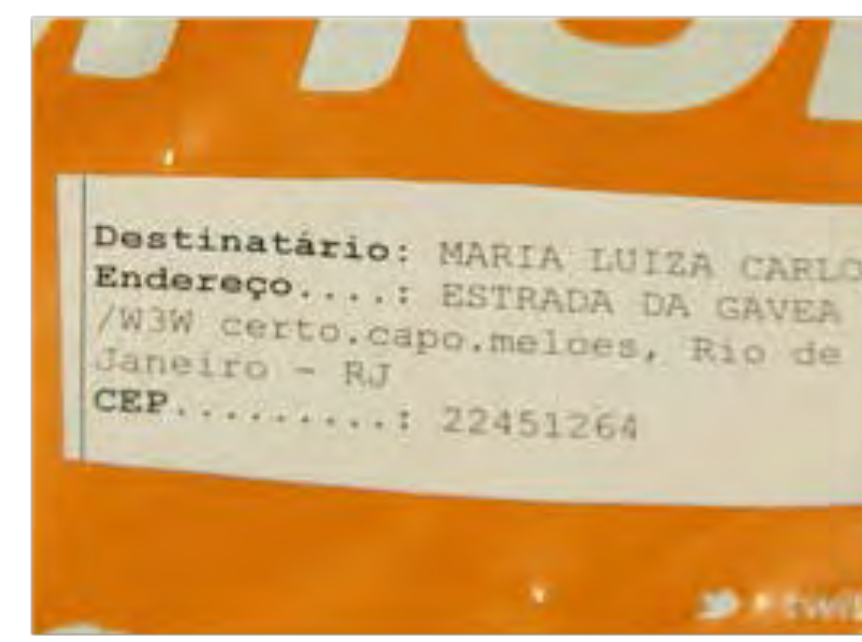
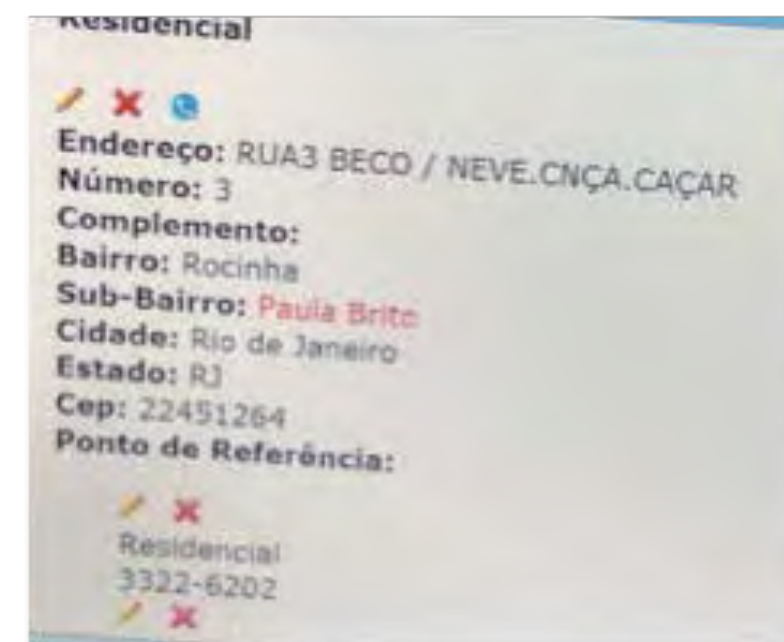
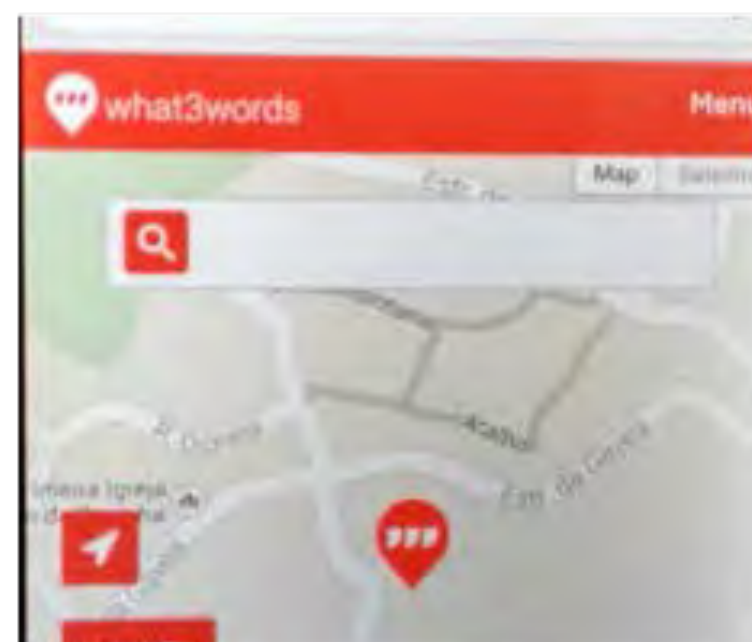
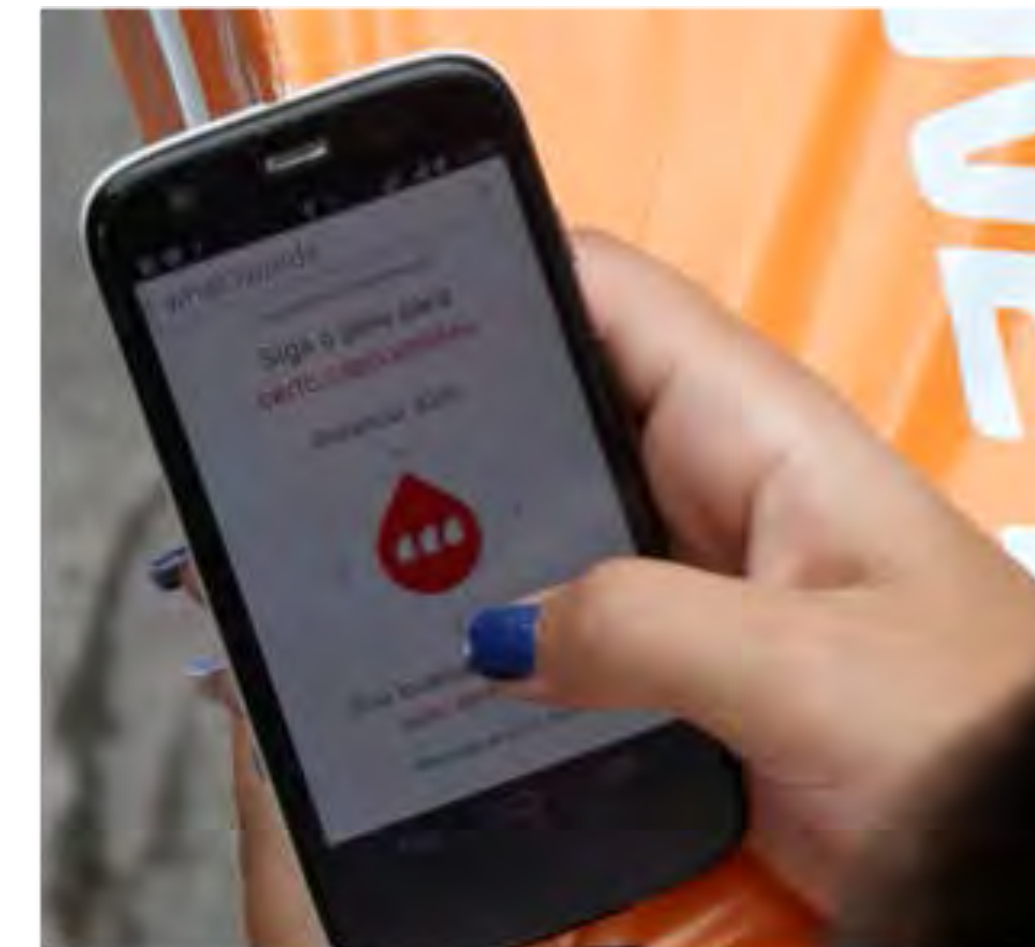


# BEING USED IN RURAL AFRICA TO ERADICATE MOSQUITOS



[w3w.co/in2care](http://w3w.co/in2care)

# BEING USED IN THE FAVELAS TO DELIVER PACKAGES



# BEING USED BY THE UN TO REPORT DISASTERS



# FESTIVALS, LOGISTICS, TRAVEL, SCAVENGER HUNTS



# BARS, HOTELS & RESTAURANTS

## Udon Maruka

TOKYO / RESTAURANTS / JAPANESE

Kanda isn't usually the first place that tourists will explore when visiting Tokyo, but nestled in this residential neighbourhood is an Udon spot worth taking a detour for. Udon Maruka is a long-time lunchtime favourite among office workers and students in the area and the snaking queues come midday are a good indication of the great food on offer here. The small space gets full quick, but the noodles appear from the stoves and open kitchen in lightening speed so you're never waiting too long. The communal tables and the sound of everyone slurping on their hot broths is a satisfying hum to a rather authentic fast food dining experience. The sanuki udon noodles, made with a thick wheat noodle are the speciality here and worth ordering with a side of the delicious soft-boiled egg tempura.

Image credit: Fuyuhiko TAKAYA/Flickr

ADDRESS  
Chiyoda-ku, Kanda-Ogawamachi 3-16-1, New  
Surugadai Bldg. 1F,  
Chiyoda-ku

TELEPHONE  
81-3-3294-1320

PHONE

WHAT 3 WORDS

reapply, changtng, dorm

Explore this venue in our app

Hg2

DESTINATIONS MAGAZINE ABOUT AGENCY

SEARCH

## A Hedonist's guide to...

*Intelligent. Irreverent. Inspired.*

AFRICA ASIA EUROPE NORTH AMERICA OCEANIA SOUTH AMERICA SKI MAGAZINE



[w3w.co/hedonists-guide](https://w3w.co/hedonists-guide)

**AIM HIGH, NO HIGHER**

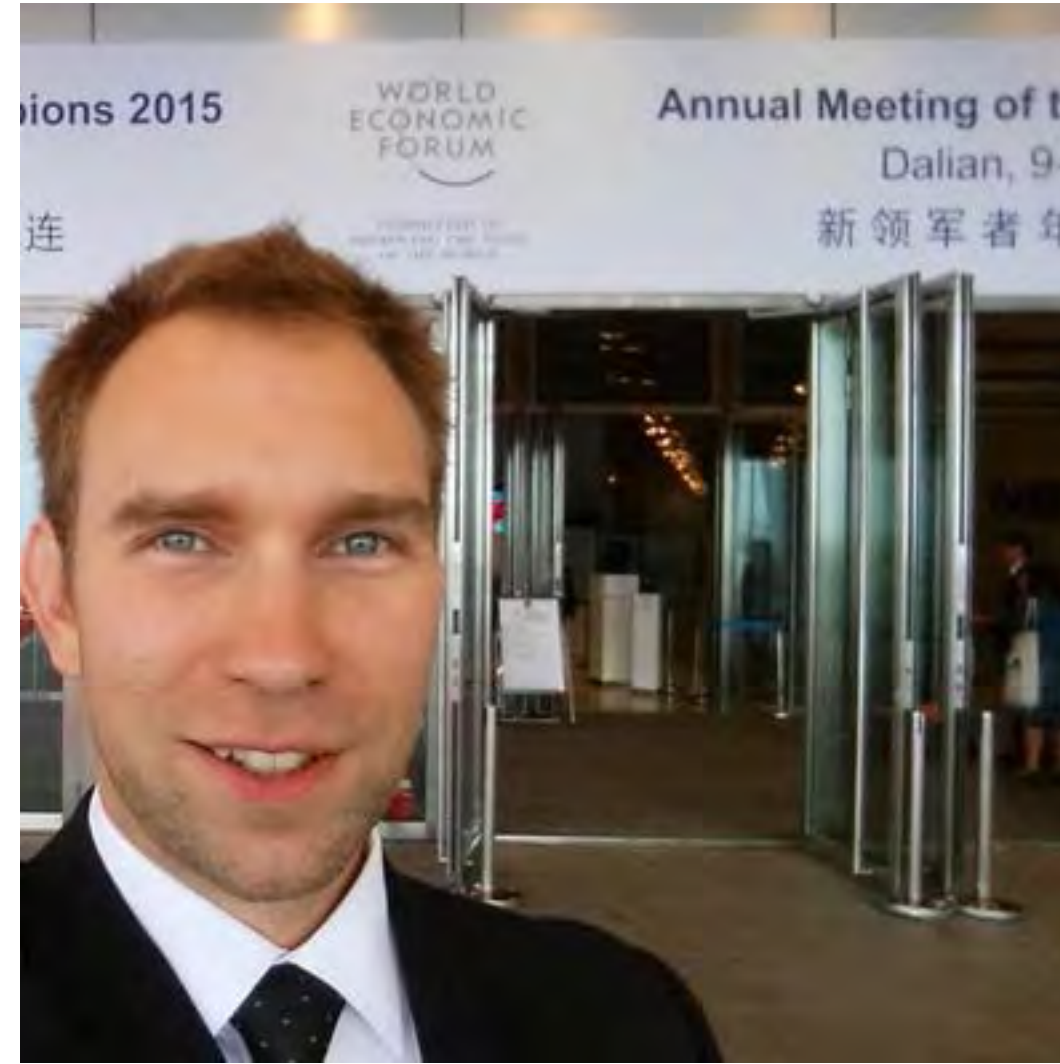
**STAND FOR SOMETHING GOOD**

YOU CANT BEAT **STRATEGY**

**GET YOUR HANDS DIRTY**

**EXPONENTIAL SCALE**

**FILM, CONTENT, FILM**



# AIM HIGH, NO HIGHER

FINANCIAL TIMES  
ft.com/management

Home UK World Companies Markets Global Economy Lex  
Business Education Entrepreneurship Business Books Recruitment The Connected Business

October 20, 2015 2:14 pm

## What3Words: new tech that will find any location

Jonathan Margolis

Start-up could improve lives and economies through its way with words, writes Jonathan Margolis

Gate of Heavenly Peace, Beijing  
echo.withdraw.rated

Empire State Building, New York  
oven.lkes.zips

Millennium Bridge, London  
hopes.lance.alien

Wired  
NETFLIX  
23 ANIME MOVIES YOU MUST WATCH  
MAKE A DEATH STAR  
HOW REED HASTINGS BEAT AMAZON & YOUTUBE  
Plus YOUR STEEL PHONE

CRAZY.GLOBAL.MAPPER\*

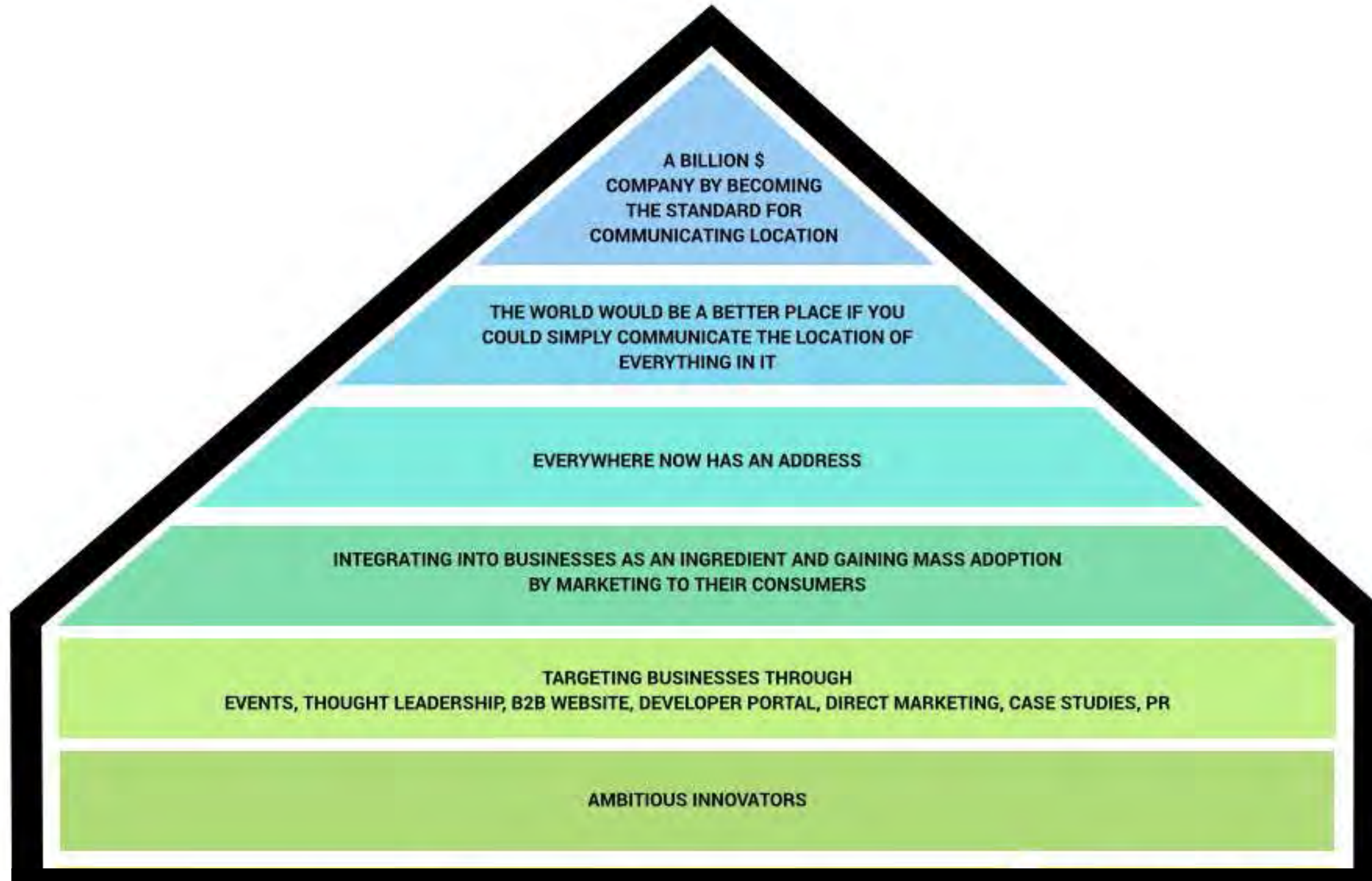
STREET CRED  
CHRIS SHELDRIK  
CEO, WHAT3WORDS  
WORKED IN MUSIC BUSINESS FOR 10 YRS  
EXPERIENCED FRUSTRATIONS OF BANDS & SUPPLIERS BEING UNABLE TO FIND LOCATIONS

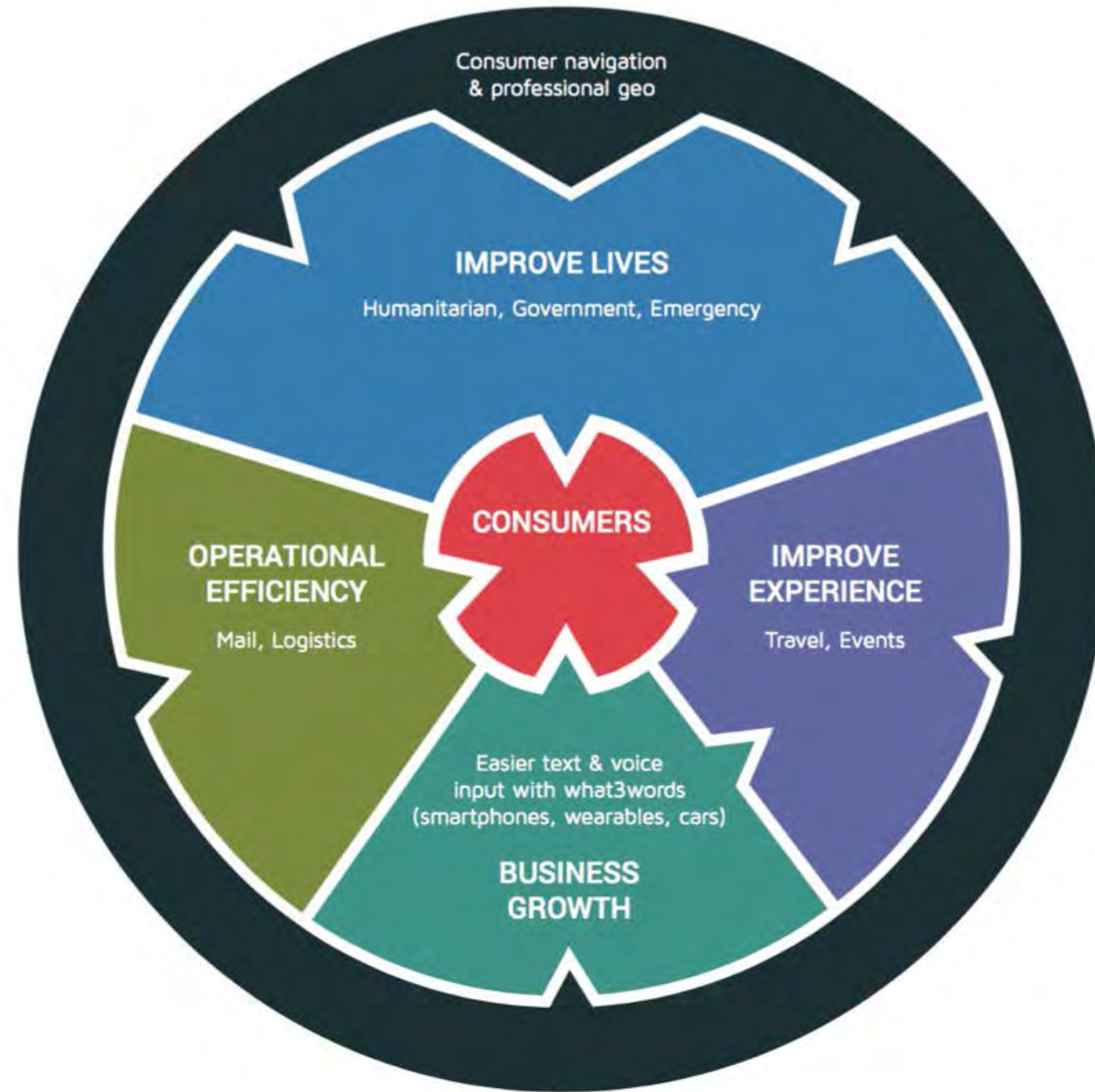
TECH  
MAPPING THE WORLD WITH 3 WORDS  
CNBC





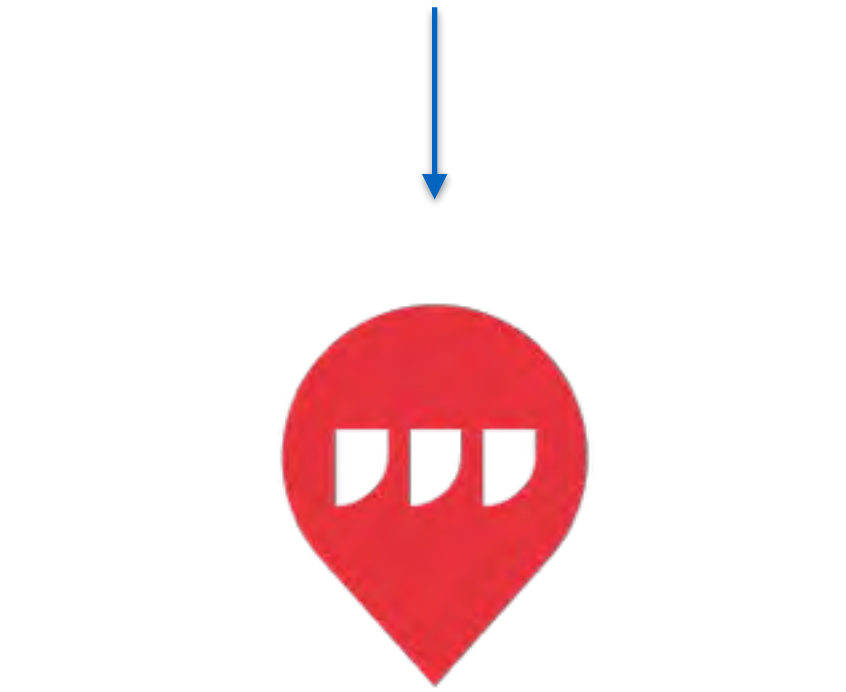
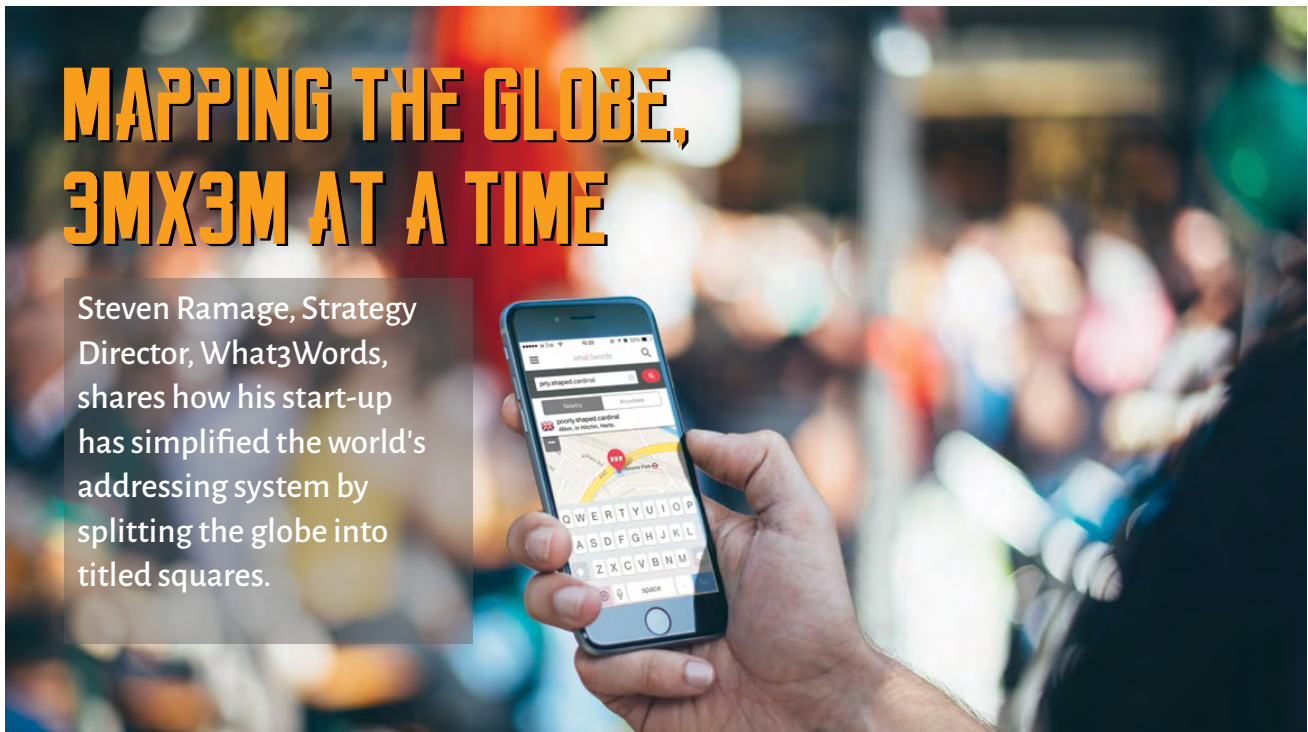
**THE WORLD WOULD BE A BETTER PLACE IF  
EVERYONE COULD EASILY TALK ABOUT  
THE LOCATION OF EVERY PART OF IT**







# GET YOUR HANDS DIRTY





# Develop with what3words

We love developers who integrate what3words into their applications, and we want to make this as easy as possible. If you don't find what you need, then please let us know.

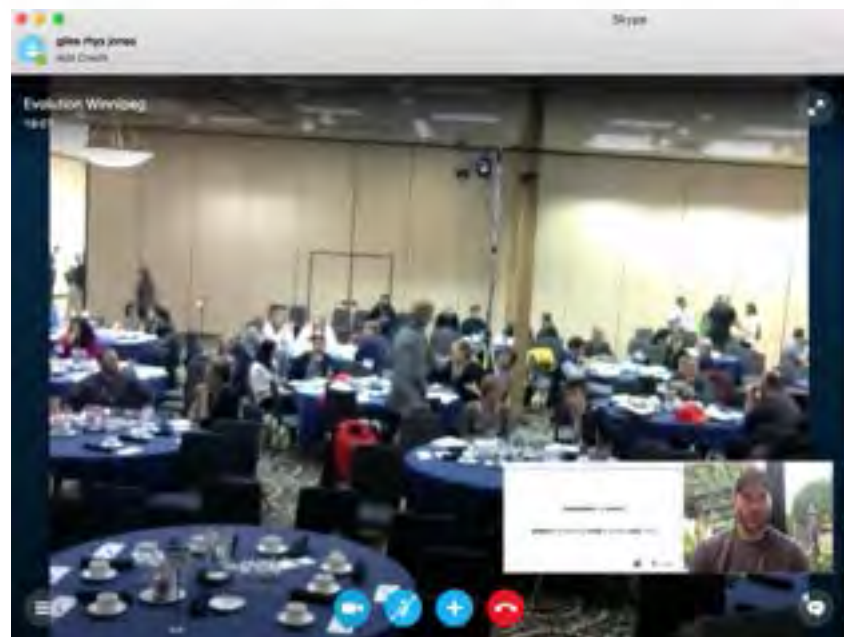
[View API Methods](#) [Sign up for API](#)



20 MILLION NAVMII USERS CAN NOW USE A 3 WORD ADDRESS

navmii now supports what3words  
w3w.co/partners

## EXPONENTIAL SCALE



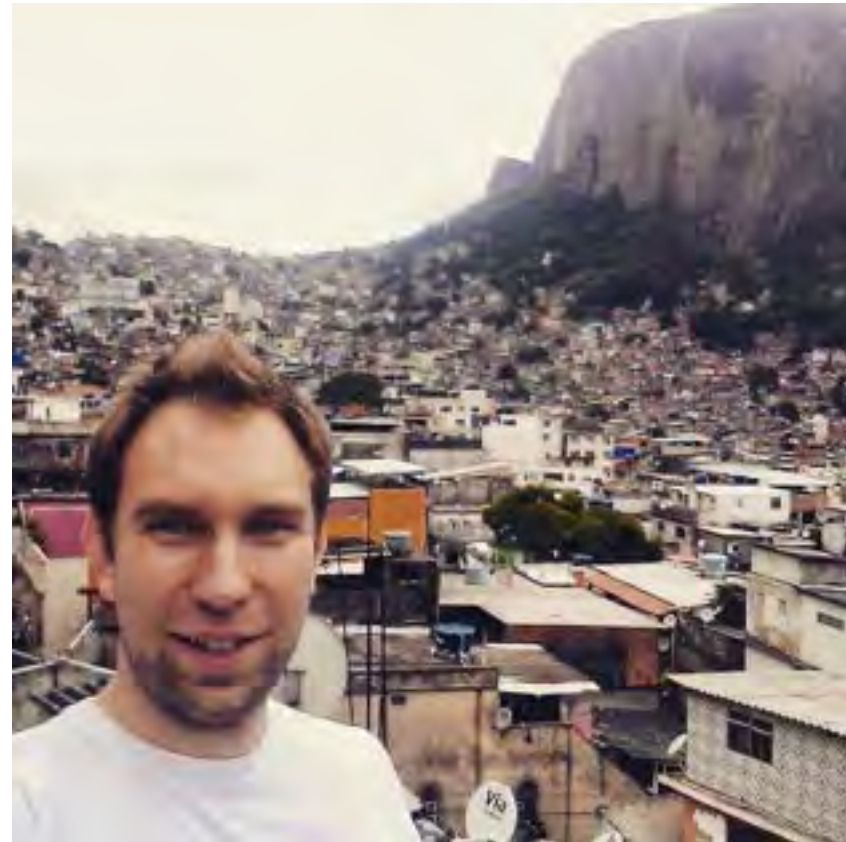
AdAge

### Tech-Driven Global Addressing System Wins Innovation Grand Prix at Cannes

What3Words Identifies Any Spot on the Globe



# FILM, CONTENT, FILM



Social Content



Ads



Film



Articles



Events

HELP US **ADDRESS THE WORLD**

**MAKE | SHARE | USE**

