



# Pointerra Limited

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## Pointerra's 3D Geospatial Technology & Market Update

### Highlights

- **Pointerra's 3D geospatial technology has solved the problem of massive and unmanageable 3D point cloud datasets**
- **Pointerra's world-first solution allows users to see, plan and share these massive 3D datasets - on demand, any time, any where, on any device.**
- **Pointerra is trialling its unique 3D data processing, hosting and visualisation technology with a number of organisations in the private and public sectors.**

Pointerra Limited (ASX:3DP) ("Pointerra" or "the Company") is pleased to provide the following technology overview and an update on the various commercialisation activities underway ahead of today's reinstatement to official quotation on the ASX.

### **The Problem - Massive 3D Datasets**

The rapid global growth in 3D data scanning activities to support construction, maintenance and asset management across all industry sectors has created a significant data problem.

Many 3D datasets are so large that they can generally only be viewed in their entirety using high performance, specialised computing resources (e.g. supercomputers) or by reducing the data to lower quality 3D rendered models.

Owners and users of these massive 3D datasets therefore have limited ability to view and leverage their 3D data or share it with third parties, in its raw, unprocessed form.

Pointerra's world-first technology has solved this problem and the Company is building a powerful on-line solution for massive 3D point clouds.

### **Pointerra's World First Solution – See, Plan, Share**

Pointerra's solution means that people and organisations that work in a 3D environment can now have faster, cheaper and on-demand access to their 3D geospatial data.

**See:** View massive 3D point clouds from any device, anywhere in the world. Pointerra is deploying a cloud-based solution that renders dynamic views of 3D data from our cloud-based servers to web-connected devices - no matter how big the data set is.

**Plan:** Pointerra is helping organisations unlock the value in spatial data assets. No longer are people and organisations reliant on a spatial data expert to access 3D

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point cloud data. We are also freeing technical professionals and IT staff from the burden of managing massive data sets.

**Share:** Pointerra allows organisations to securely share 3D point cloud data with staff, customers, partners and even on-sell the data to 3<sup>rd</sup> parties. In time, people will be able to view or purchase curated data sets from our catalogs, extracting desired selections of 3D data as and when required.

**\*\*\* Pointerra's vision is to create a global marketplace for massive 3D datasets \*\*\***

## **Market Update - Target Customers**

Pointerra has been systematically targeting potential early adopter enterprise customers and enterprise technology partners by demonstrating its 3D technology to a range of organisations in the public and private sectors as well as tertiary research organisations.

These demonstrations have resulted in the execution of a number of mutual confidentiality agreements covering the exchange of proprietary 3D point cloud datasets and the evaluation of Pointerra's technology by the counterparty.

Pointerra has also received a number of unsolicited enquiries from offshore organisations seeking to better understand our 3D technology. Some of these enquiries have lead to the execution of further mutual confidentiality and software evaluation agreements.

The Company is delighted with the level of acceptance and interest received in our technology and expects to convert a number of these relationships into revenue generating, recurring enterprise Data as a Service (DaaS) licence agreements as well as 3<sup>rd</sup> party enterprise partner licencing agreements.

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## **About Pointerra**

*Pointerra is an Australian company focussed on the development and commercialisation of its unique 3D geospatial data technology. Pointerra's technology has solved an entrenched problem in the 3D geospatial sector and allows very large 3D datasets to be viewed by users without the need for high performance computing. The 3D datasets are processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device. Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution.*