



# Pointerra Limited

## ASX Announcement

7 December 2017

### Pointerra Scales Commercial & Technical Operations

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent commercial, technical and corporate activities.

#### Enterprise Customer Sales Growth

In recent weeks Pointerra has welcomed new paying enterprise level customers from the Architecture, Engineering and Construction ("AEC") and Power Transmission & Distribution Utility sectors. This has occurred as a result of the sales team steadily converting enterprise customers in Pointerra's sizeable sales pipeline to paid Data as a Service ("DaaS") enterprise subscriptions.

As announced in the Company's AGM presentation, accelerating enterprise sales momentum in the Australasian region has provided impetus for the recruitment of Pointerra's first sales resource in the significant North American market. This individual will target the owners and operators of linear infrastructure assets (transmission & distribution utilities, roads, rail, pipelines) who each spend \$ millions annually procuring a variety of 3D datasets to power their essential asset management needs, present attractive five-figure monthly recurring enterprise subscription opportunities for Pointerra, leveraging recent sales success in the Australasian market.

The recruitment process, which commenced in mid-November, has generated a shortlist of high quality, motivated candidates from the 3D data capture sector and the Company expects to shortly make an offer to the prime candidate, who will hit the ground running in early January 2018. All of the candidates shortlisted for interview have commented on the attractiveness of Pointerra's DaaS solution with most having already tested market appetite for the Company's 3D data solution with target US enterprise customers, receiving very encouraging feedback that mirrors the domestic experience.

The Company will progressively scale up the enterprise direct sales team in the Australasian, North American and Western European regions during calendar 2018.

#### Technology Integration Partner Activity

Recently our partner **AAM** commenced processing 3D datasets in the Pointerra cloud platform to provide 3D data access to its enterprise customers through AAM's **GEOCIRRUS Discovery Portal** (<http://www.geocirrus.com>). The Company has a revenue generating royalty agreement with AAM for the use of 3D data through GEOCIRRUS (<http://www.pointerra.com/aam-pointerra-sign-technology-licence-agreement/>) and Pointerra will also be selling access to AAM's 3D data and derived mapping products through Pointerra's 3D data marketplace.



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Pointerra recently attended the **Autodesk** (<http://au.autodesk.com>) user group conference in the US, following which the Company's development team commenced work on deploying Pointerra's DaaS solution to Autodesk's Forge cloud platform (<https://forge.autodesk.com>). As a result, more than 5 million Autodesk customers around the world will soon be able to easily access Pointerra's DaaS solution and the Company will also be able to market directly to these potential customers.

## **Development Roadmap**

Pointerra's product development roadmap continues along two main pathways – maturing the existing solution to support sales growth and customer retention, and undertaking R&D activities to develop platform capabilities that will underpin expansion into new service offerings. The development team is actively engaged with key customers to share the product roadmap to obtain important feedback on high priority features from a user/customer perspective.

### Existing DaaS Solution Enhancement

As the number of customers and the associated data volumes and processing loads have begun to ramp up, continuing to ensure the platform has an adequate level of scalability has been a focus. Further development of Pointerra's AWS data processing engine has been undertaken to ensure that processing capacity continues to match the demands of increasing levels of customer data ingestion.

The ability to handle large and lumpy volumes of data processing from partners using the Pointerra API in recent weeks has been an important validation of the platform's scalability, which is highlighted by the recent growth in hosted 3D points from around 326bn points to more than 444bn.

To optimise the user experience, an option to replicate datasets across multiple AWS geographic regions is now active, with the platform able to dynamically determine the best performing connection to use when a user selects a dataset to view and work in. Currently, there are three regions supported – Australia, USA, and Western Europe and customers are now also able to choose the primary location for their data from these regions. This will result in a better data streaming experience for customers that have high internet latencies to the Australian AWS region and further enhances Pointerra's ability to scale the business to a global customer base.

Other User Interface ("UI") enhancements of note include:

- Site branding for premium customers (ability to white label and add their logo, branding, etc.);
- Top-down map view that displays the geographic location of datasets to support intuitive browsing and searching. This UI will also be a key element of the interface for Pointerra's future 3D data marketplace;
- Save and restore scene/view functionality to improve the way customers share data;
- A cross-section/profile viewer;
- Revamped administration console and increased metrics capture to enhance customer support and provide better usage analytics for the sales team; and



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- Merging datasets, allowing users to add new data into existing datasets. Also lays the groundwork for supporting visualisation and computation of change detection.

## R&D Activities – Next Generation Streaming

Significant progress has been made in the development of next generation data streaming technology. Pointerra already has a significant competitive advantage in the way that data is streamed from the processed format to an end user's web browser, however the desire to integrate with other 3<sup>rd</sup> party applications (e.g. Autodesk's Forge platform) and a focus on continuing to reduce the bandwidth requirements for the point cloud viewer, has driven the development of a new approach that takes full advantage of Pointerra's unique data encoding and compression technology (currently the subject of the Company's 2<sup>nd</sup> patent application).

The next generation streaming approach along with the release of a Software Development Kit ("SDK") is an important milestone in supporting the streaming of 3D data hosted by Pointerra into existing 3<sup>rd</sup> party desktop applications or other 3D web-viewing solutions and is expected to be released in Q1 of calendar 2018.

In response to customer demand, the development of supporting infrastructure for a cloud based analytics platform is the other strategic focus of current R&D efforts. To this end, scripting support for interrogating and analysing Pointerra hosted 3D point cloud databases is currently being developed and will initially support the creation of custom analytics algorithms by Pointerra. The Company's medium-term vision is the creation of a marketplace for 3D data analytics algorithms, where third-party developers can monetise their expertise by running their code across the huge volumes of 3D data being hosted within Pointerra.

The volume of Pointerra hosted 3<sup>rd</sup> party commercial and free government data continues to grow and will ultimately lead to the creation of the world's largest temporal library of 3D data. This will provide the vital data ingredient necessary to underpin offering 3D Data Analytics as a Service in addition to the Company's core 3D Data as a Service solution.

## **Corporate & Investor Relations**

During the last week of November, Pointerra visited Sydney, Melbourne and Adelaide to update the investment community through a series of meetings, functions and presentations organised by the Company's corporate advisers, Canary Capital.

The Board of the Company also confirms the achievement of the relevant commercial and share price milestones for conversion of 60 million Class-B Performance Shares into Ordinary Shares. The vast majority of these securities are subject to a mix of mandatory and voluntary escrow restrictions in place through to July 2018.

**ENDS**



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**About Pointerra:** *Pointerra is an Australian company focussed on the 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.*  
<http://www.pointerra.com>