



# Pointerra Limited

## ASX Announcement

4 January 2018

### Pointerra Commences North American Operations

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to announce the appointment of its first US based sales resource as part of commencing operations in the strategically important North American market.

#### Appointment of Key Sales Resource

Effective 8 January 2018, Trent Casi will join the Pointerra team as its first US based sales resource. Trent comes to Pointerra from EagleView Technologies, Inc, a leading US based aerial imagery company, where he was responsible for the oil/gas/electric/solar industry sectors.

Based out of Denver, Colorado, Trent is a high-performing sales executive who has consistently exceeded his annual sales quotas and joins the Pointerra team to focus on high-value enterprise customers in the North American market, which includes Canada. In making the commitment to join Pointerra, Trent has recognised the value of Pointerra's world-class proprietary technology solution for 3D data and the enormous potential it has to penetrate this large, high-growth market.

Pointerra's Managing Director, Ian Olson commented, *"Following a targeted recruitment search we are delighted to have found in Trent a highly experienced sales resource who is at the top of his game in selling enterprise 3D data solutions. Our expectation is that Trent will be the first hire in a measured expansion into the strategically important North American market."*

Trent will join Ian in attending the upcoming annual aerial LiDAR convention (International LiDAR Mapping Forum or ILMF - <https://www.lidarmap.org>) to be held in Denver during the first week in February. This will be Pointerra's second visit to the ILMF and will bring together many of Pointerra's US target enterprise customers in the one place for face-to-face business development and sales meetings.

**ENDS**



# Pointerra Limited

For more information, please contact:

**Ian Olson**  
**Managing Director, Pointerra**  
+61 417 998 328  
[ian.olson@pointerra.com](mailto:ian.olson@pointerra.com)

**Erik Bergseng**  
**Canary Capital**  
+612 8052 9519  
[eberg seng@canarycapital.com.au](mailto:eberg seng@canarycapital.com.au)

**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>