



# Pointerra Limited

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## Pointerra and Blue Marble Geographics to form Strategic Partnership

### Highlights

- **Blue Marble Geographics, Inc. a US based mapping software company has signed an MOU with Pointerra.**
- **Blue Marble and Pointerra technical teams to integrate Pointerra's 3D point cloud technology with Blue Marble's Global Mapper GIS solution.**
- **Blue Marble and Pointerra to co-market and promote the integrated solution via a revenue share model.**
- **Partnership gives Pointerra access to Global Mapper's significant international customer base and another distributed global sales channel.**

Pointerra Limited (ASX:3DP) ("Pointerra" or "the Company") is pleased to announce that it has signed a Memorandum of Understanding ("MOU") with Blue Marble Geographics, Inc. ("Blue Marble"), a company based in Maine, USA. Blue Marble was founded in 1993 and has a global customer base numbering in the hundreds of thousands across its suite of GIS products.

Pointerra will work with Blue Marble's technical team to develop an extension to its highly popular and widely used Global Mapper product, allowing Global Mapper users to experience 3D point cloud data using Pointerra's visualisation and cloud based hosting technology from inside the Global Mapper environment. The development project is expected to be a straight forward and rapid exercise, meaning that the enhanced offering can be released to the international marketplace during Q1 of calendar 2017.

Global Mapper, in conjunction with its associated LiDAR module and now in its 18<sup>th</sup> iteration is available in nine languages. The product is used by a huge variety of small businesses through to medium and large private and public sector organisations around the world as an affordable, easy to use GIS application that offers access to an unparalleled variety of spatial datasets and provides just the right level of functionality to satisfy both experienced GIS professionals and beginning users.

This partnership is similar to that recently announced between Pointerra and Esri and further underlines the Company's strategy to partner with leading global geospatial organisations who recognise the value in Pointerra's technology and want to enhance their existing offerings to truly leverage the power of massive amounts of 3D point cloud data.



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In commenting on the Agreement, Pointerra's Managing Director, Ian Olson said "We are pleased to be partnering with a long-established market player like Blue Marble and look forward to working with their technology team to fast-track development of the Pointerra-powered Global Mapper extension ahead of its formal launch in early 2017. The relationship with Blue Marble adds to the growing list of leading global geospatial technology organisations who have recognised the unique elements of our 3D point cloud solution and provides an additional globally recognised distribution channel via a captive audience of users numbering in the hundreds of thousands."

Patrick Cunningham, Blue Marble's President & CEO noted "Blue Marble has a history of partnering with progressive geospatial technology firms to make sure we are always delivering the latest advances in GIS technology to our global customer base. We are excited to be partnering with Pointerra in taking their 3D point cloud solution to our international audience and look forward to creating a mutually beneficial commercial alliance."

For more information, please contact:

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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.

**About Blue Marble Geographics:** Blue Marble Geographics of Hallowell, Maine, USA is a leading developer and provider of software products and services for highly accurate geospatial data conversion solutions. Blue Marble is known for their coordinate conversion and file format expertise and is the developer of The Geographic Calculator, GeoCalc SDK, Global Mapper, Global Energy Mapper, and Global Mapper SDK. The company has been writing GIS software tools and solutions for over twenty years and currently serves hundreds of thousands of users worldwide.