



# Pointerra Limited

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## Pointerra Completes Esri ArcMap Integration

### Highlights

- **Pointerra and strategic partner NGIS have completed integration of Pointerra's technology with Esri's ArcMap product.**
- **Initial integration with ArcMap to be extended across Esri's ArcGIS suite.**
- **Allows Pointerra to target Esri's global Tier-1 private sector and government agency customers.**

Pointerra Limited (ASX:3DP) ("Pointerra" or "the Company") is pleased to announce that it has completed integration of the Company's 3D point cloud technology with Esri Inc.'s ("Esri") ArcMap, part of Esri's ArcGIS suite of geographic information system ("GIS") solutions, in the first step of a strategy to offer integration across a range of Esri products.

Along with strategic partner NGIS Australia Pty Ltd ("NGIS"), Pointerra has successfully built and demonstrated proof of concept and MVP (Minimum Viable Product) status for integration of Pointerra's technology with ArcMap to Esri Australia Pty Ltd ("Esri Australia") and is now marketing the integration capability to both NGIS and Esri customers.

This integration strategy provides additional sales opportunities for Pointerra's target government and private sector Tier-1 customers, many of whom are entrenched, long-term Esri customers. The ability to offer seamless integration of an organisation's high-value point cloud data with existing spatial systems provides a compelling solution to manage and disseminate 3D content with existing 2D systems.

Pointerra's Managing Director, Ian Olson said *"We set out to ensure Pointerra's Daas solution made 3D data available to everyone in an organisation and in doing so we also want to be part of enterprise customer's existing GIS environment. Esri are the leading global enterprise GIS platform so it was an obvious fit to ensure we could sell a solution that allowed organisations to view, manage and share their 3D data within their existing GIS solution in addition to any-time, anywhere, any device access through a web browser, and in doing so provide important additional ROI from an organisation's existing investment in their 3D data."*

Brett Bundock, Managing Director of Esri Australia, commented *"In recent years, innovation around the ArcGIS platform has been prolific. 3D, in particular, has been a very exciting space for our industry. I see the solution delivered by Pointerra arriving at an extremely important time for the geospatial sciences industry."*



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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 Esri**

*Based out of Redlands, California, Esri is the pioneer and global leader in geographic information system (GIS) technology. The company architected the assembly and analysis of geographic information – the science behind modern-day GIS – to inform landmark projects and develop leading-edge products. Now servicing some 400,000 clients in 150 different countries, Esri has a pervasive global presence – and is held in the same esteem as the likes of IBM, Microsoft, SAP and Amazon.*

*In Australia, Esri is represented by Esri Australia Pty Ltd.*

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