

04/03/2020

ASX Announcement (AMX)

Aerometrex now addressing large SME market opportunity with opening of MetroMap Store online

MetroMap Store online provides no-touch sales of specific 3D datasets

Allows Aerometrex to properly address the large SME market opportunity

Builds on Aerometrex's capability to sell MetroMap LiDAR data on-line

Growth opportunity to sell derived products and analytics in the same Store

Aerometrex Limited (ASX:AMX) is pleased to announce the opening of its MetroMap 3D Store online, which allows customers to access Aerometrex's growing archive of off-the-shelf very high-resolution 3D modelled data. This new initiative has been specifically designed to address the large SME market opportunity not previously addressed by the Company.

Customers are now able to purchase specific 3D datasets online, in addition to the existing option of accessing 2D imagery and 3D model data via subscription. The MetroMap 3D Store allows specific areas to be defined by the user, who can also select their preferred data format and receive their data electronically.

Commenting on the launch of the MetroMap 3D Store, Aerometrex Managing Director Mark Deuter said: "The launch of our MetroMap 3D Store is an exciting development for sales of our world-leading 3D modelled data. It enables smaller clients, specifically small to medium sized businesses [SMEs] and individuals to access the 3D data they need quickly, with a minimum of fuss. Our ongoing capture program ensures that clients have access to recent data and are made aware of updates as they occur.

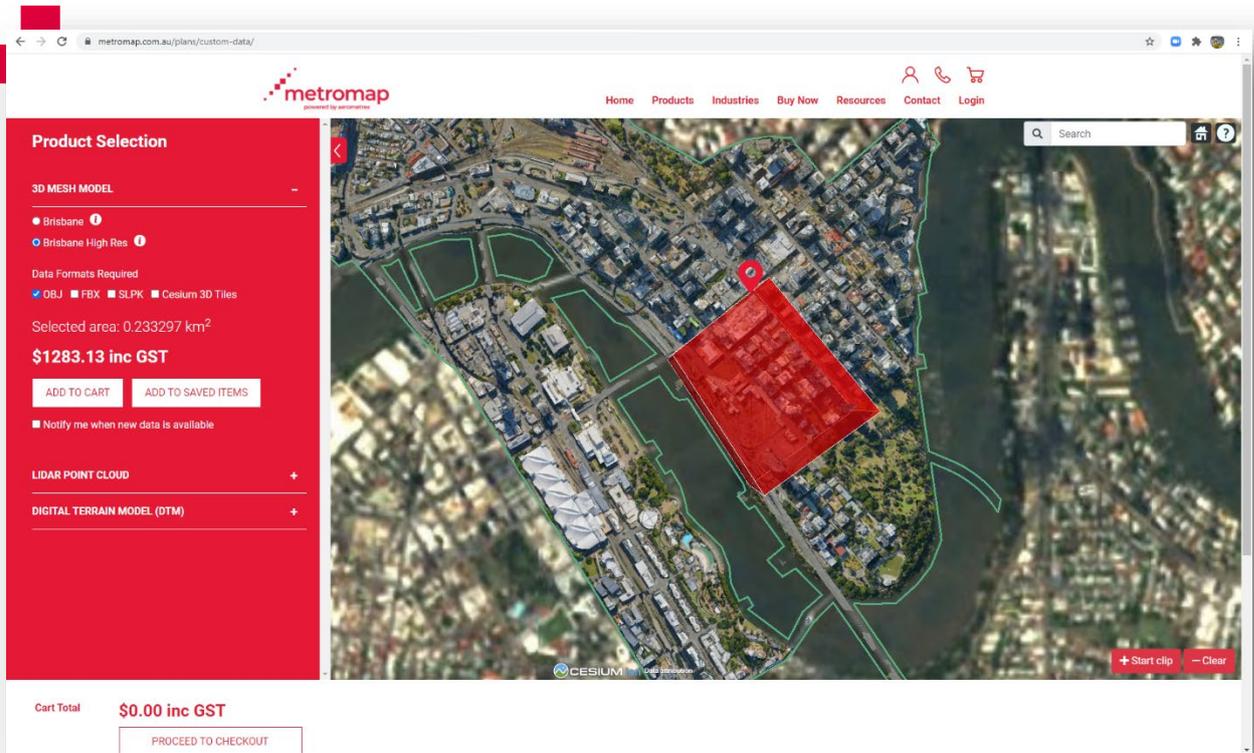
"This new product solution by Aerometrex meets the requirements of the Company's customers at their time and point of need and supports us to truly penetrate the large SME market opportunity with a no-touch sales approach. The launch of our MetroMap 3D Store builds on the release of our MetroMap LiDAR data which is also available for purchase on-line.

"We see further avenues to enhance our product offering, with a development path to offer Digital Terrain Model and Digital Surface Model data on the same online store, as well as Artificial Intelligence-derived analytics. By making our data accessible to more customers we aim to further increase our market share and drive growing revenues."

Aerometrex continues to sign major corporate customers to its MetroMap service as well as the full range of SME clients.

This release is approved by the Board of Directors of Aerometrex Limited.

- ENDS -



MetroMap 3D Store Interface Panel

ADDITIONAL INFORMATION

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ABOUT AEROMETREX

Aerometrex Limited is a professional aerial mapping business specialising in aerial photography, photogrammetry, LiDAR, 3D modelling and aerial imagery subscription services.

The company listed on the ASX in December 2019 to raise capital to fund its growth. The company has a clear strategy to provide value to its shareholders by providing high-quality, accurate aerial imagery and LiDAR products to a growing client base.

AMX has strong Board and Executive teams, with a combined staff experience in the industry of 930 years total.

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