



what3words:
The 101 for 911

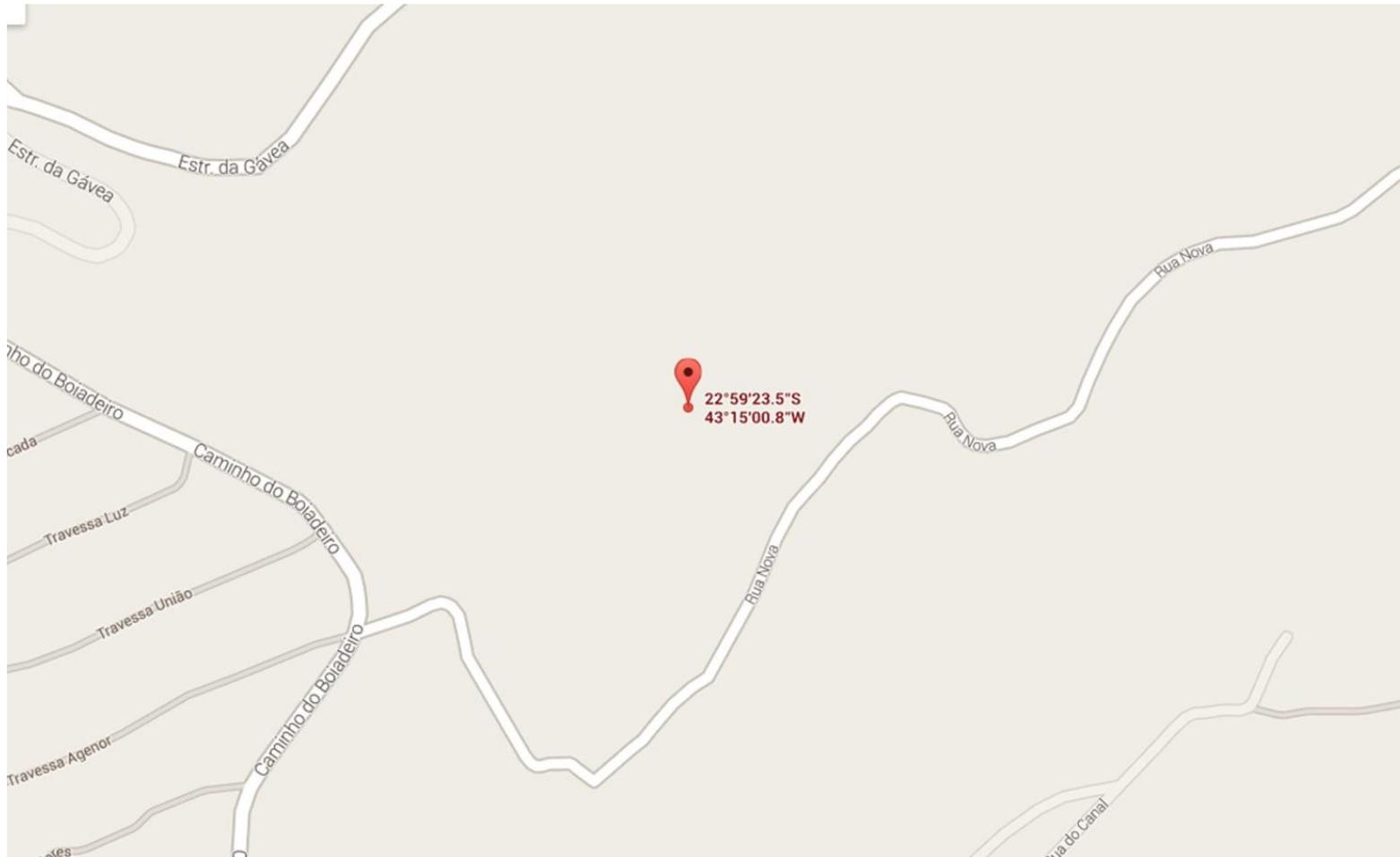
Content

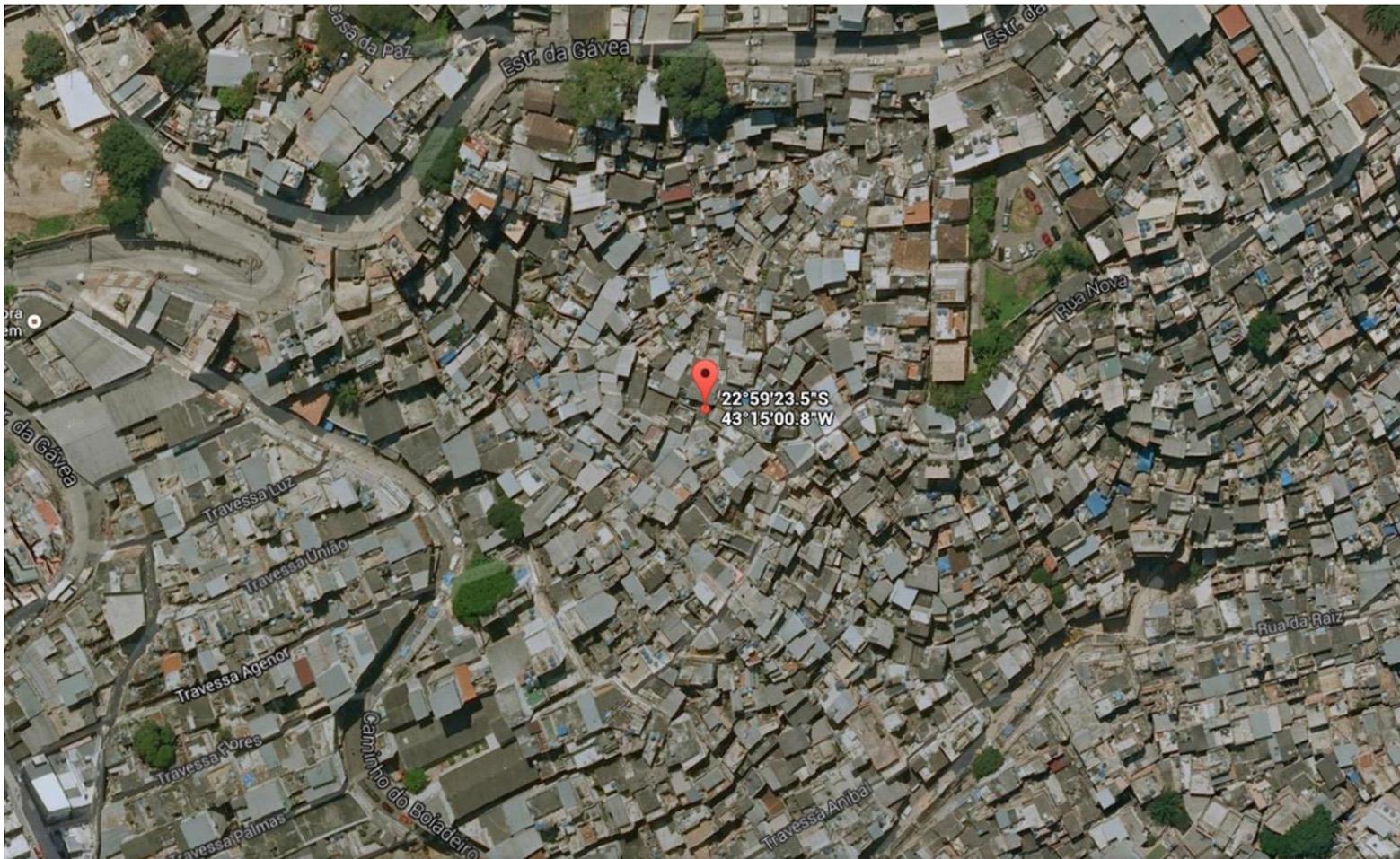
1. Location challenges
2. what3words
introduction
3. Blue lights uses
4. Implementation



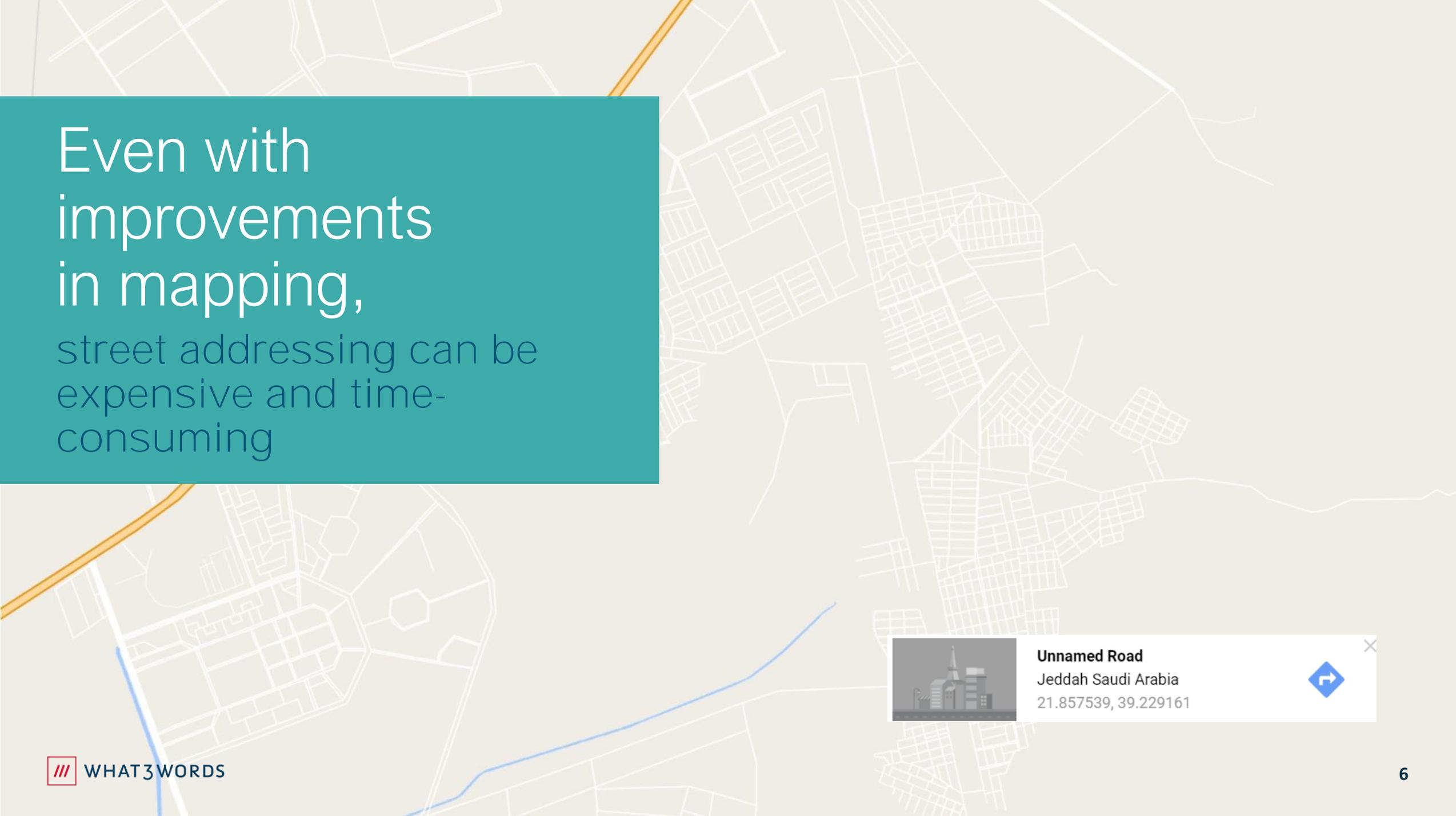
An aerial photograph of a city, likely Dubai, featuring the Burj Khalifa as the central focus. The city is densely packed with buildings and infrastructure, surrounded by desert landscape and a large body of water. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

75% of the
world
has inadequate,
poor or no
addressing
systems





Even with
improvements
in mapping,
street addressing can be
expensive and time-
consuming



 **Unnamed Road**
Jeddah Saudi Arabia
21.857539, 39.229161 

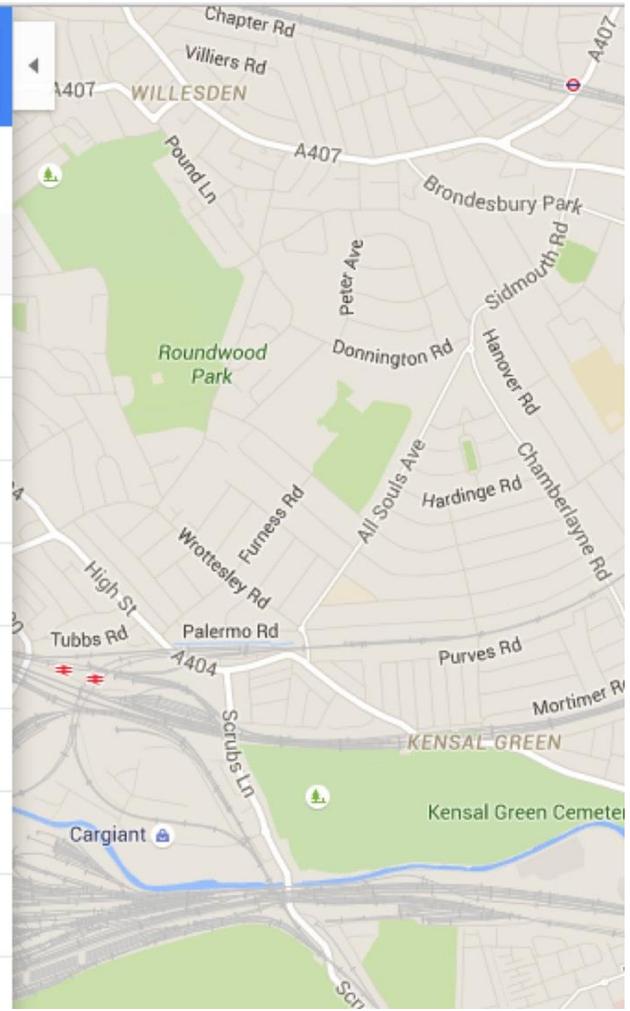


In the other 25%
poor addressing
is costly &
frustrating

☰ church road london 🔍 ✕

Did you mean:

- 📍 Church Road, London NW4
- 📍 Church Road, London SW19
- 📍 Church Road, London
- 📍 Church Road, London W3 8PU
- 📍 Church Road, London
- 📍 Church Road, London N6 4QH
- 📍 Church Road, London W7
- 📍 Church Road, London N1 2BF
- 📍 Church Road, London, Teddington



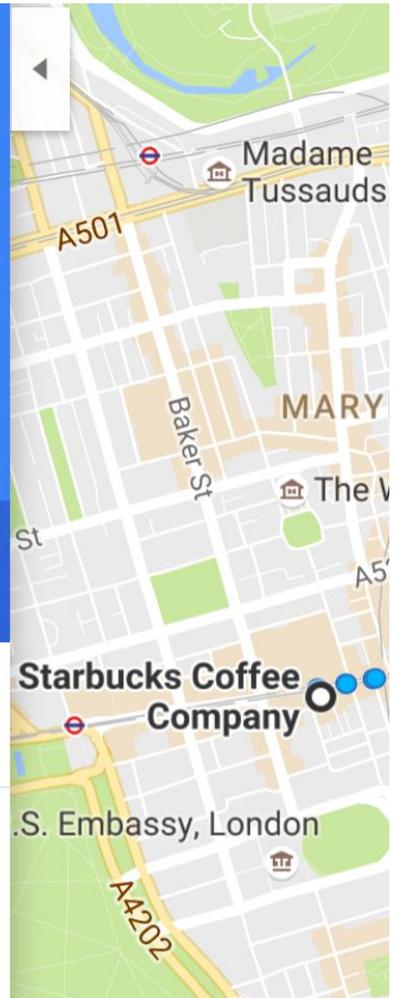
Navigation menu with icons for home, car, bus, pedestrian, and more options. A list of Starbucks locations is displayed:

- Starbucks Coffee, 381 Oxford Street, Lo
- Starbucks Coffee Company, 425 Oxford
- Starbucks, 112-116 New Oxford Street,

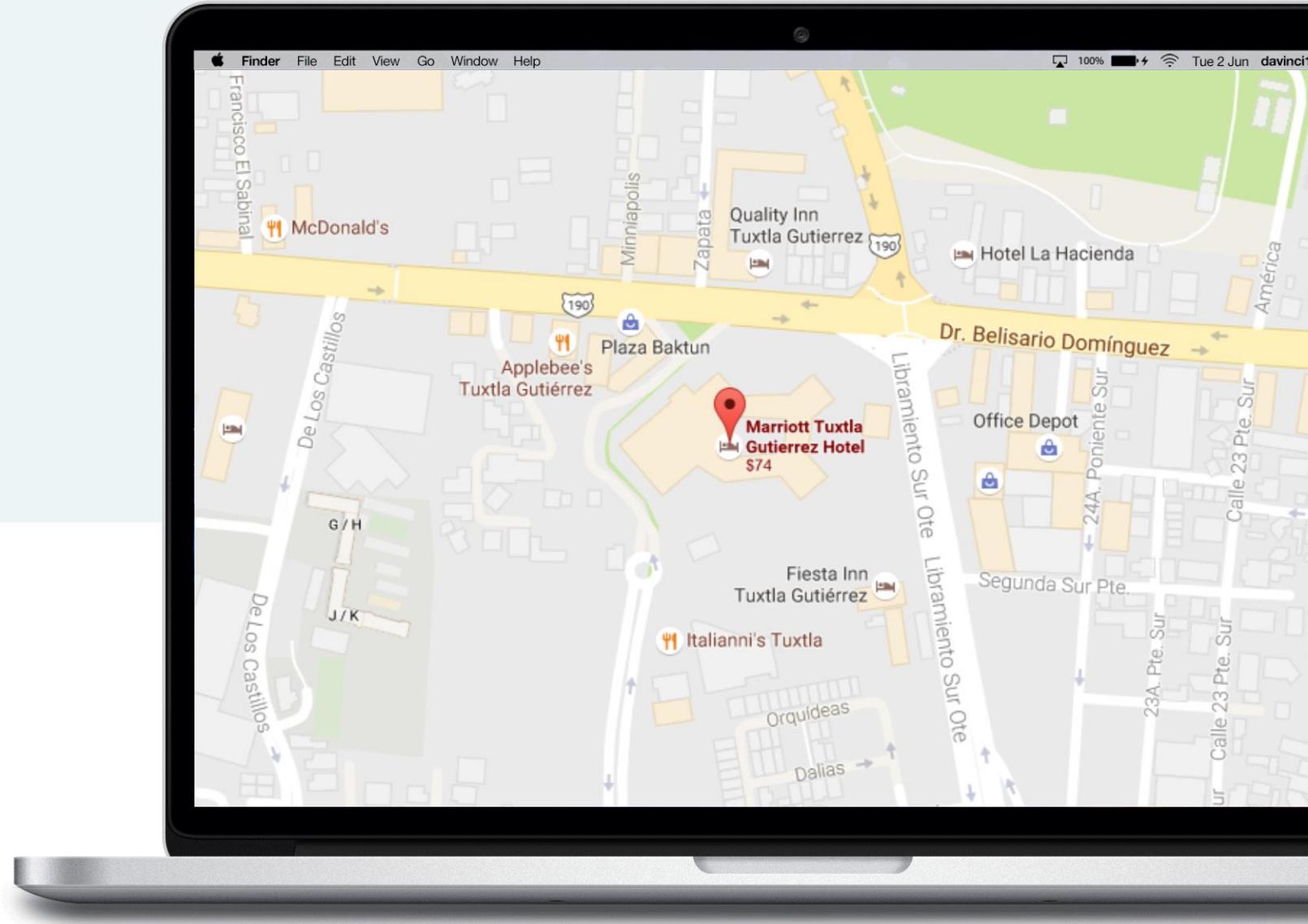
Bottom bar: + OPTIONS

Send directions to your phone

via Oxford St/A40 23 min
1.1 miles
[DETAILS](#)



Pins in the middle of a building don't help you find the front door; sometimes you can't even tell which road to take





Places without accurate addressing

- Beaches
- Parks
- Pop-up events
- Markets
- Harbours

A woman wearing a black and white patterned hijab and a dark vest over a light-colored long-sleeved shirt is sitting on a sandy beach. She has a concerned expression and her hands are clasped together. In the background, a black inflatable boat is on the water. A child is playing in the shallow water to the left, and another person is standing near the water's edge. The beach is covered in footprints.

Situations **are**
happening in places
with no addresses

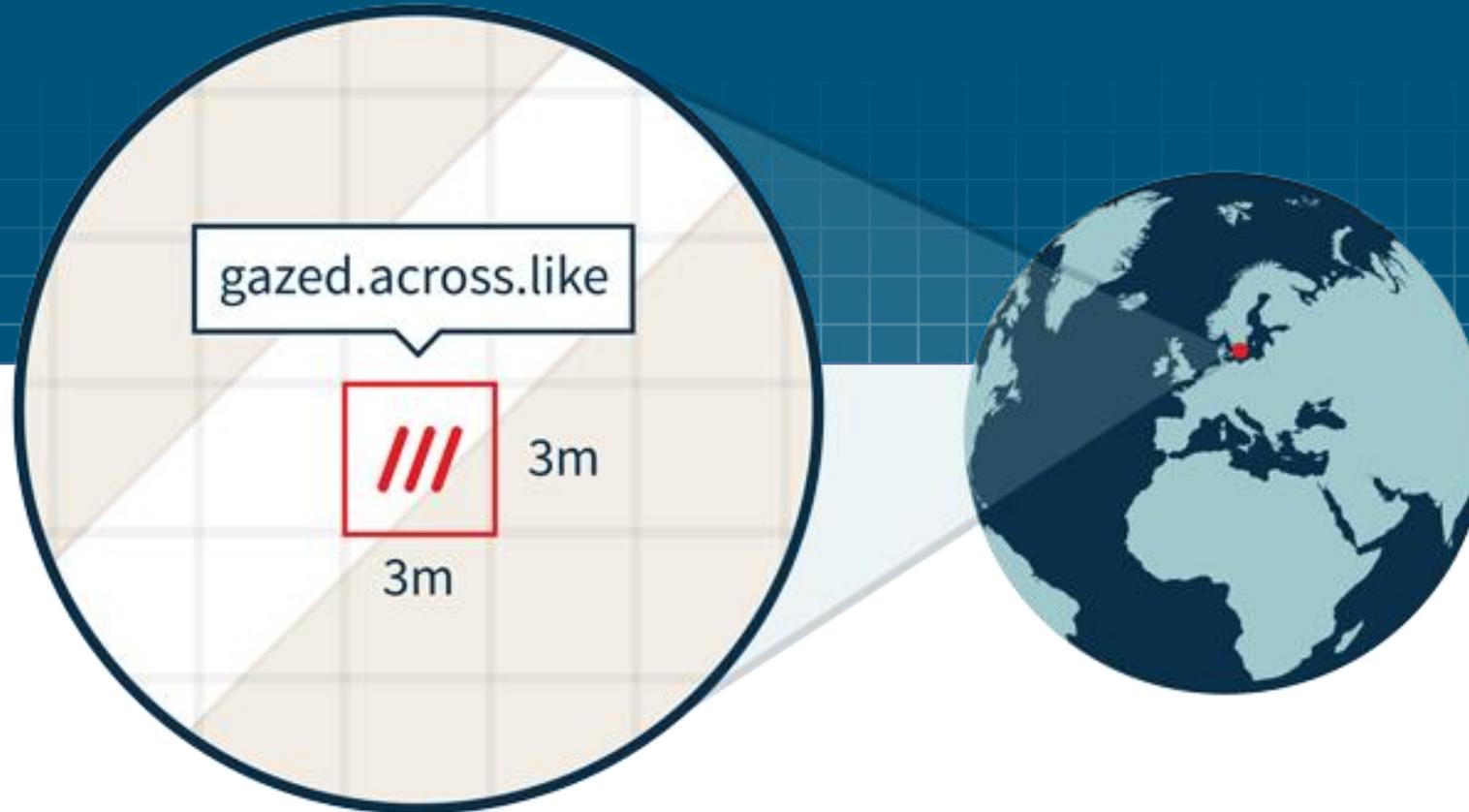
Landmark based addressing is not scalable

“If entering the Science Park from the main entrance off Milton Road, turn right at the roundabout and then take the first left. The Bradfield Centre is in the middle of the crescent shape road on your left-hand side”

The Bradfield Centre



what3words is a new global address system







A world map with a grid overlay. Two callout boxes are present: one over North America and one over Australia. Both callouts contain a logo of three slanted lines and a domain name.

/// table.chair.lamps

/// table.chair.lamp



/// table.chair.lamps

/// curiosity.peach.deconstructs

Current 3 word languages

English

French

Spanish

Portuguese

Russian

German

Swahili

Turkish

Swedish

Italian

Arabic

Finnish

Polish

Mongolian

Coming soon

Hindi

Bengali

Tamil

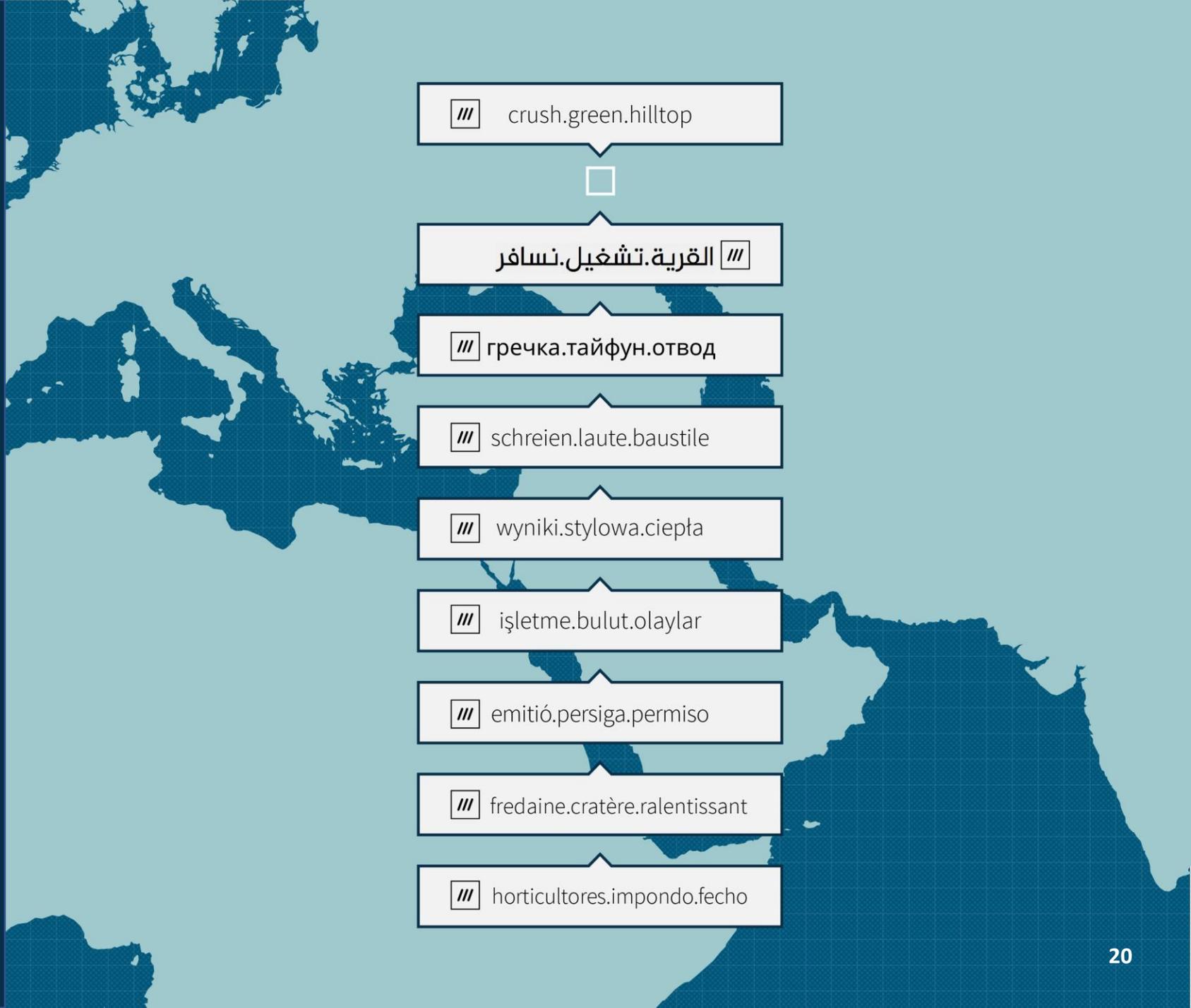
Korean

Thai

Greek

Norwegian

And more...



crush.green.hilltop

القرية.تشغيل.نساءفر

гречка.тайфун.отвод

schreien.laute.baustile

wyniki.stylowa.ciepta

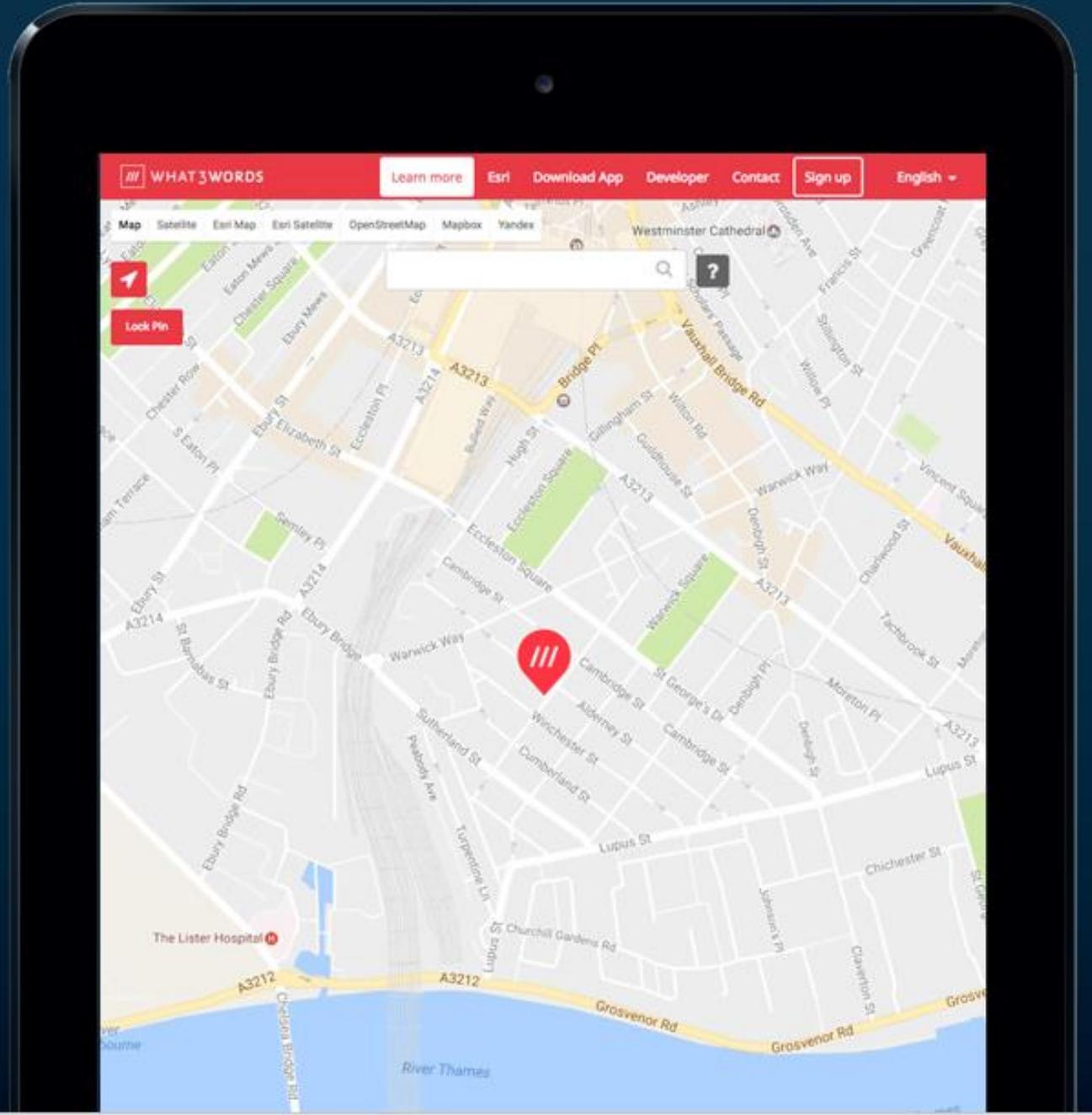
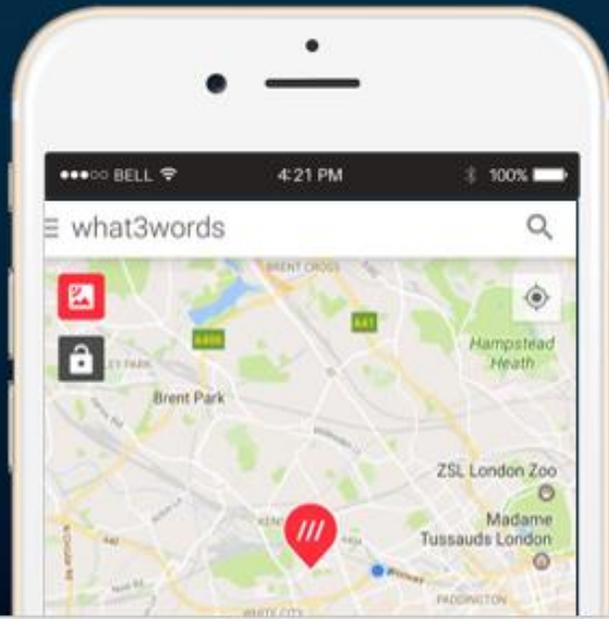
işletme.bulut.olaylar

emitió.persiga.permiso

fredaine.cratère.ralentissant

horticultores.impondo.fecho

Our apps are free
and work offline
anywhere in the world





Social



Government



Commerce



Emergency



Utilities



Residential



Utilities



Recreation



Aid



Tourism



Navigation



Mapping

RapidDeploy: Command and Control



New Medical New Rescue New Transfer New Logistics New Security

Active Incidents Medical 46 Rescue 1 Transfer 4 Logistics 2 Security 3

SEARCH
considering paradoxes grump

considering.paradoxes.grump
Cape Town, Western Cape

considers.paradoxes.grumpy
Tses, Karas

considering.paradoxes.trap
Worcester, Western Cape

TRAFFIC
 Flows
 Incidents

LEGEND
 Restricted Areas
 Areas
 Hospital
 Police
 Standby Point
 Tracks
 Personnel
 Vehicles
 Orders

RV01 ETA: a few seconds

CA658621 ETA: 22 minutes | 14 km

INCIDENT ADDRESS

INCIDENT DETAILS

01:54:00

ASSISTANCE PROVIDERS

- Input: Create an incident, or add information, using a 3 word address
- Display: 3 word addresses for communicating.

Intterra & US Forest Service: SituationAnalyst Platform



“The integration of 911 and tracking systems are fundamental – but they don’t solve every issue with communicating locations. To that end, we are very pleased with our direct integration with what3words.”

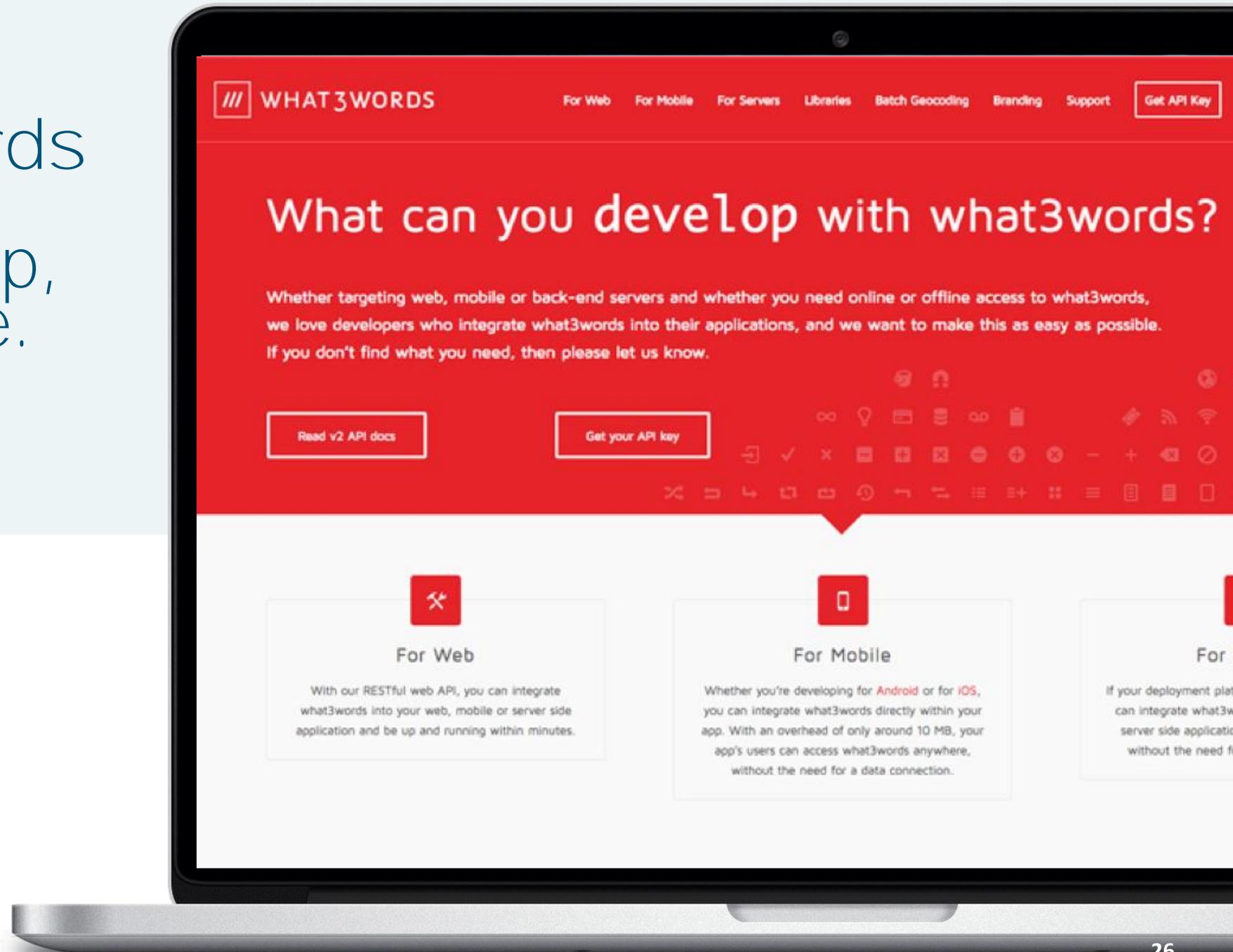
David Blankinship, SituationAnalyst (incident software used by US Forest Service for wildfire)



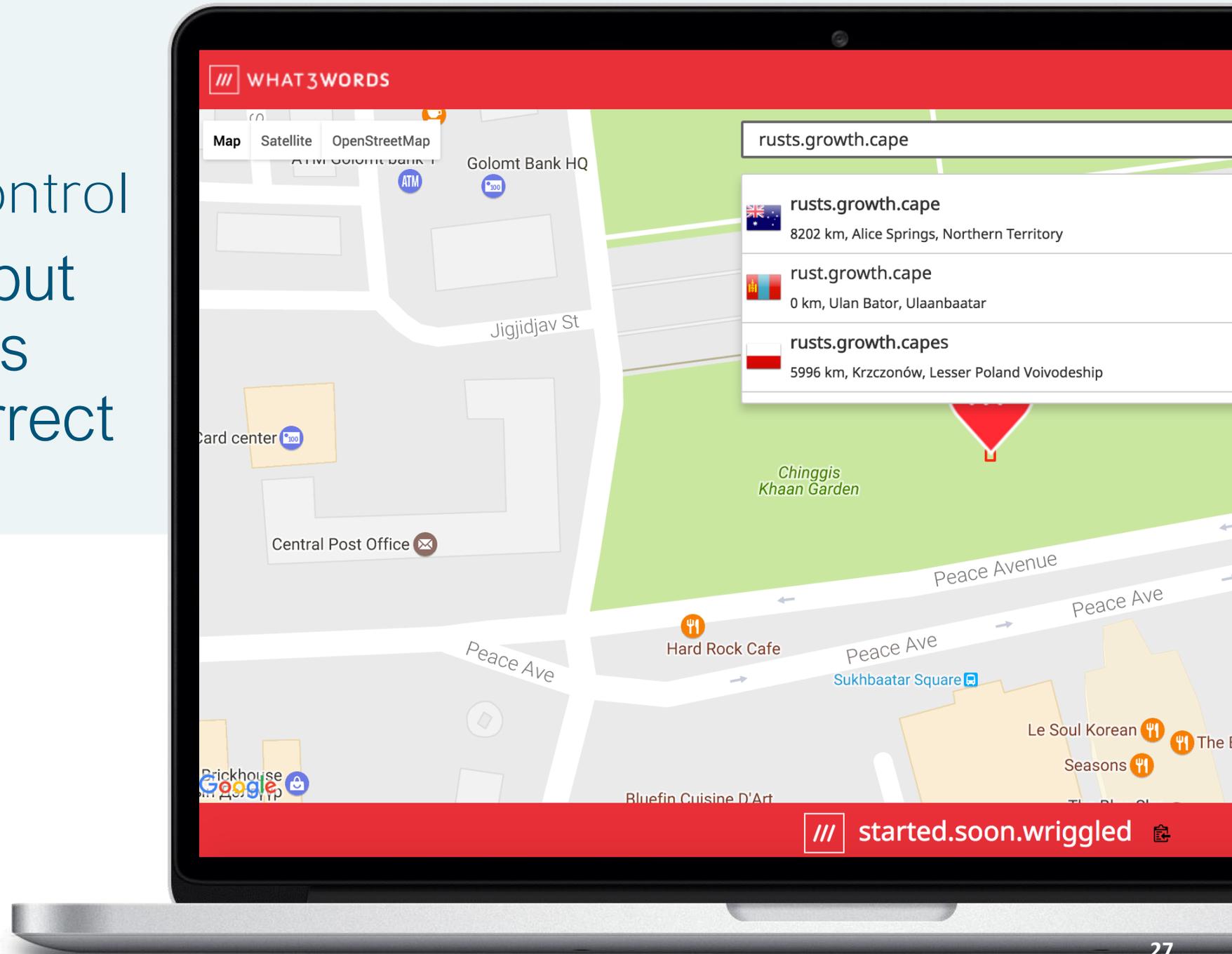
/// gallons.baffles.drain

Safford, Arizona

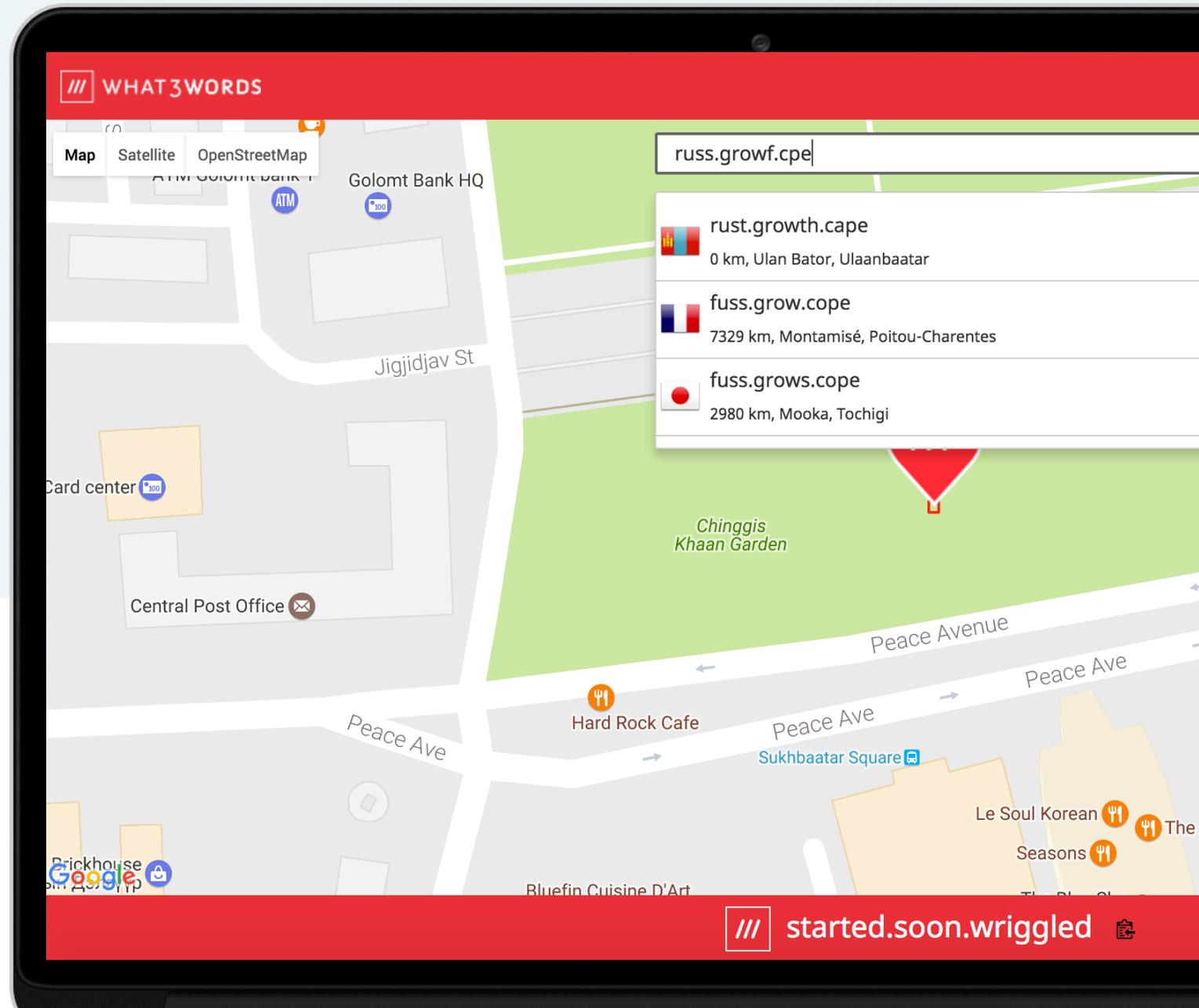
Add what3words into any app, software or map, online or offline.



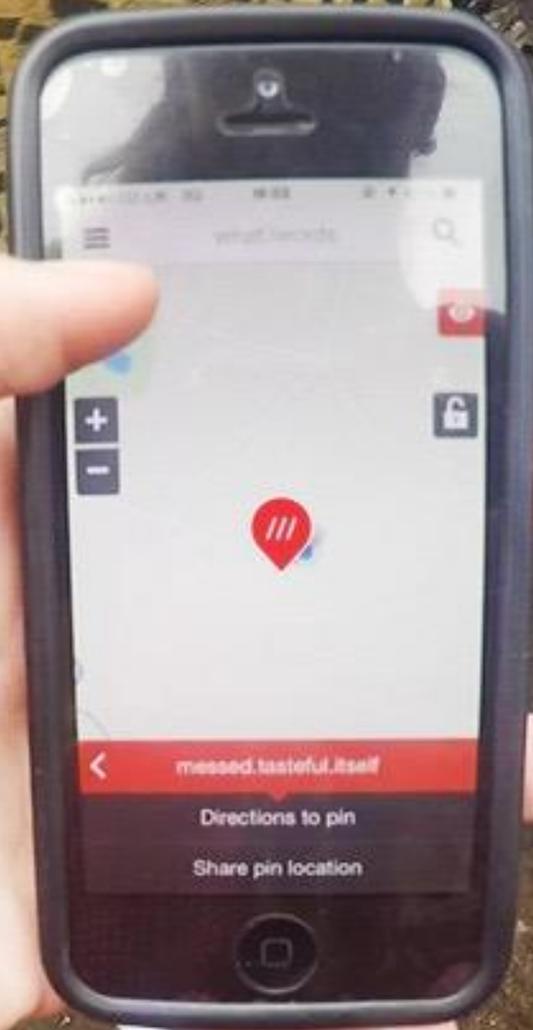
Command and Control
Entering a valid but
incorrect address
suggests the correct
3 word address

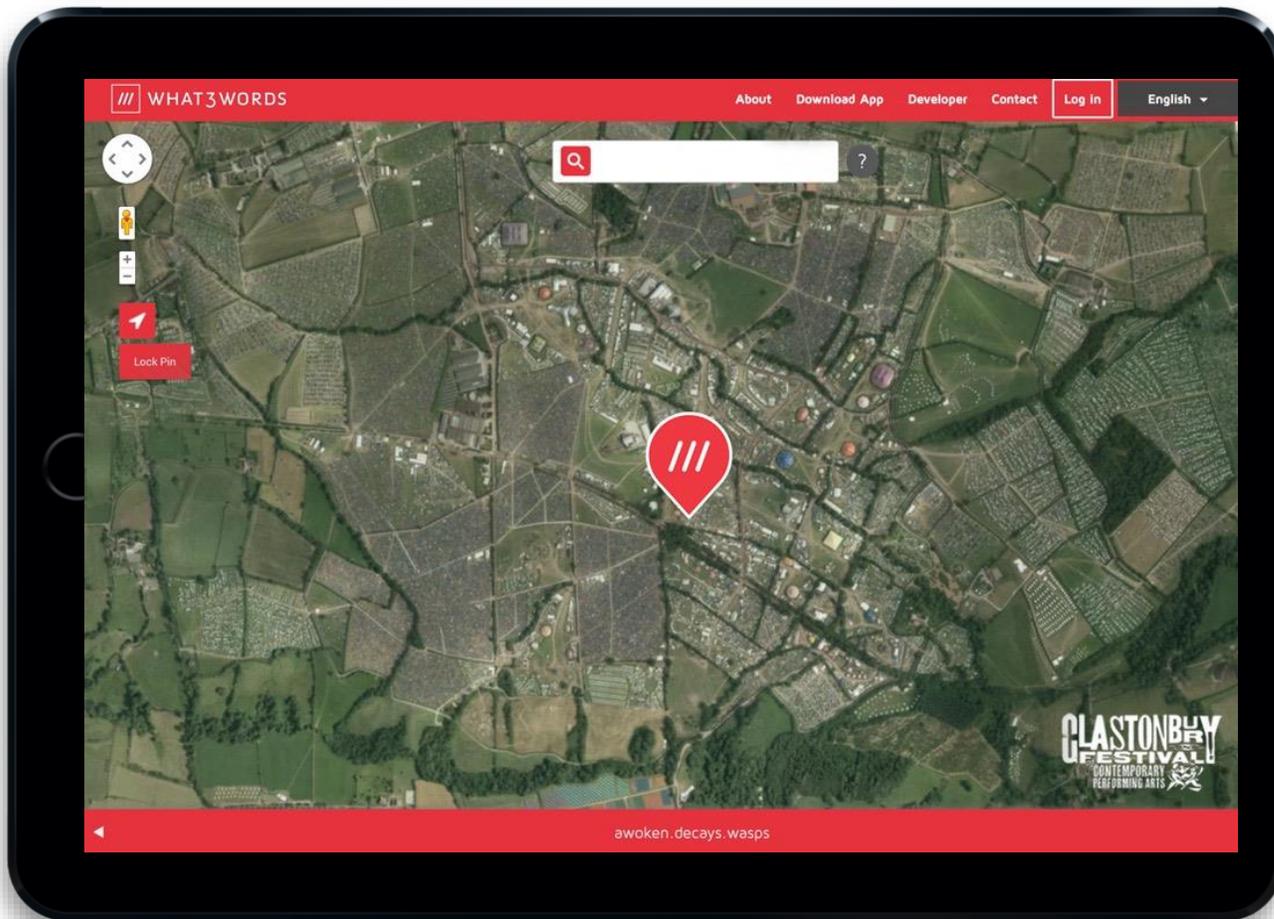


Command and Control
Making spelling
mistakes and using
focus gives us the
correct 3 word
address



Events





“In a medical emergency precise communication of a location is paramount. From my experience managing logistics for an ambulance service in a remote area, the quicker, more precise and less ambiguous a provided location is, the higher the chance we have of saving lives. what3words does just that.”

Dave Parry, Operations Director, Festival Medical Services



Used by
over 600
businesses
and people
in over 170
countries





“Making the
world a less
frustrating more
efficient, and
safer place.”