




# NEARMAP

VERIFIABLE INSIGHTS, AT  
SCALE AND ON-DEMAND

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**nearmap** 





# ALOHA, HIGICC

## WE ARE NEARMAP:

- Headquartered in Sydney, Australia. Listed on ASX – S&P/ASX Global 200 Index Company
- Established in 2007, we have a growing footprint in Australia, USA, Canada, and New Zealand
- Proudly streaming frequently updated spatial content to 11,300+ active customers, globally
- In March 2020, Fast Company named Nearmap one of the World’s 10 Most Innovative Enterprise Companies
- Esri Gold Partner since 2019, winning the title “Best New Content Provider” in 2017







# OUR TECHNOLOGY



### PATENTED CAMERA SYSTEMS

Patented, airplane-mounted camera systems allow us to cover wide land areas in a short amount of time, while capturing imagery at an extremely high resolution.



### DESIGNED FOR THE CLOUD

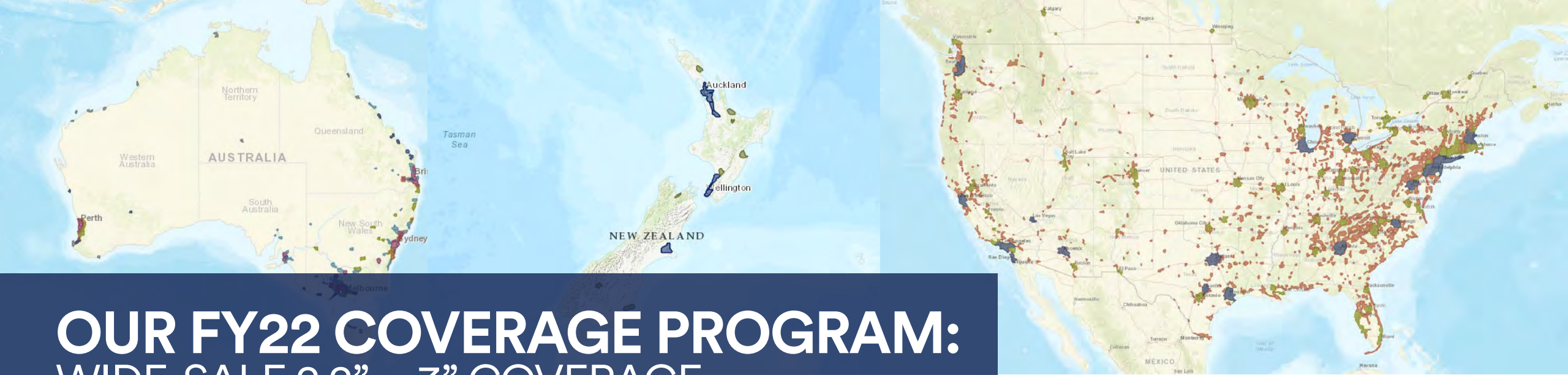
Our photogrammetric processing pipeline enables accuracy, speed, and recency, so the imagery is in your hands and ready to use within a few weeks of capture via MapBrowser, APIs and into your favorite GIS and CAD software.



### MORE THAN AERIAL IMAGERY

When combined with machine learning algorithms, our imagery delivers deep insights and automated location intelligence for a wide range of industries.





# OUR FY22 COVERAGE PROGRAM: WIDE-SALE 2.2” – 3” COVERAGE

## AUSTRALIA

**90.5%**

Population Coverage

**448,000+**

Sq km Covered Annually (Aggregate)

**118+**

Urban Areas

**Since 2007**

First Captured

## NEW ZEALAND

**72.9%**

Population Coverage

**18,860+**

Sq km Covered Annually (Aggregate)

**14+**

Urban Areas Covered

**Since 2017**

First Captured

## USA

**80.1%**

Population Coverage

**472,000+**

Sq mi Covered Annually (Aggregate)

**1,740+**

Urban Areas Covered

**Since 2014**

First Captured

## CANADA

**64%**

Population Coverage

**42,700+**

Sq km Covered Annually (Aggregate)

**60+**

Urban Areas Covered

**Since 2019**

First Captured



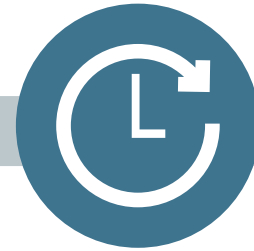


# FREQUENTLY CAPTURED, RAPIDLY PROCESSED LOCATION INTELLIGENCE



## 1 ALWAYS CURRENT: WIDE-SALE REALITY CAPTURE PROGRAM

Frequently updated aerial survey of large urban and regional areas, up to 3 times a year leaf on and off; accessible 24/7.



## 2 CONSISTENT: AUTOMATED PHOTOGRAMMETRY PIPELINE

Scalable processing pipeline means content can be delivered within days of capture; with consistent quality and resolution.



## 3 NO FUSS: ENABLE INSANELY SIMPLE ADOPTION

Instant access via MapBrowser, Esri ArcGIS Marketplace, or APIs. Our simple subscription model means no need to worry about annual procurement and storage.





# VERTICAL

## WHAT IS IT?

- High-res top-down imagery
- Measure line, area, or radius
- Overlay roads and other spatial data
- Seamless pan & zoom
- Integration with GIS & CAD





AUG 2020 | SOUTH JORDAN, UT U.S.

# OBLIQUE

## WHAT IS IT?

- Multi-perspective aerial views
- Gallery of individual source images for each directional aspect
- Accurate height measurement
- Accurate roof slope and area measurement






# PANORAMA

## WHAT IS IT?

- Multi-perspective aerial views
- View four directional aspects
- Seamless pan & zoom
- Mosaic continuous view without “geo-fencing”

 JUL 2020 | SACRAMENTO, CA U.S.



# OUR CONTENT STACK



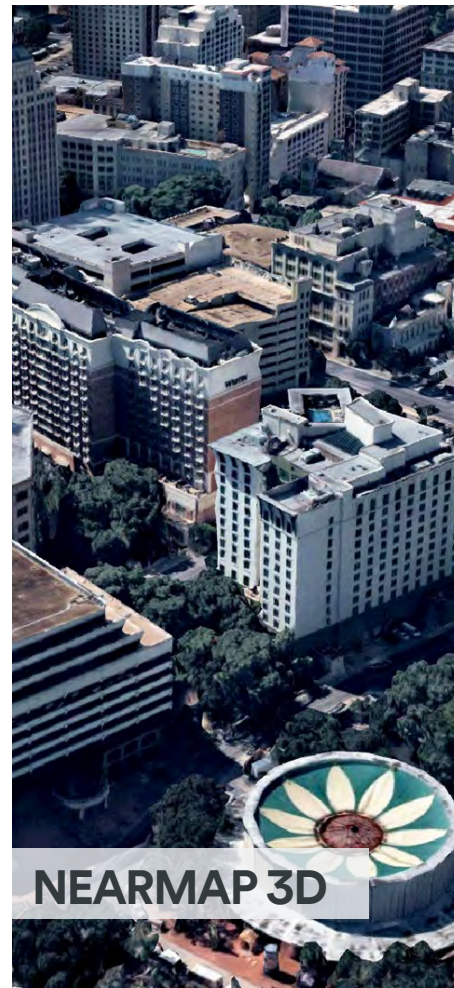
VERTICAL



PANORAMA



OBLIQUE



NEARMAP 3D



NEARMAP AI

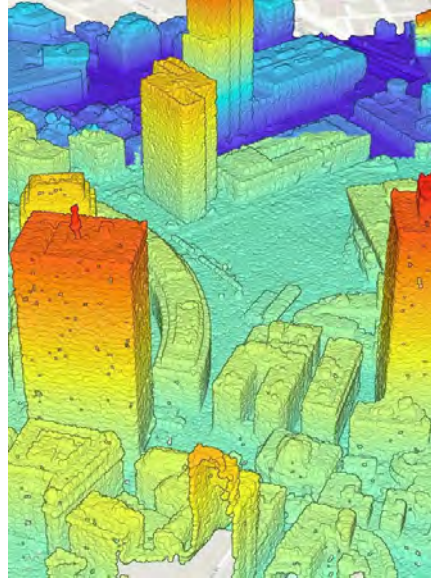


# NEARMAP 3D FAMILY



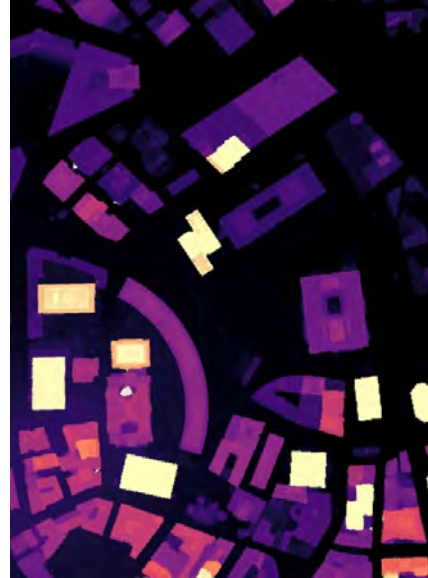
## TEXTURED MESH

Textured Mesh is a 3D triangulated wireframe model with high-resolution photo-realistic textures applied, available in multiple formats.



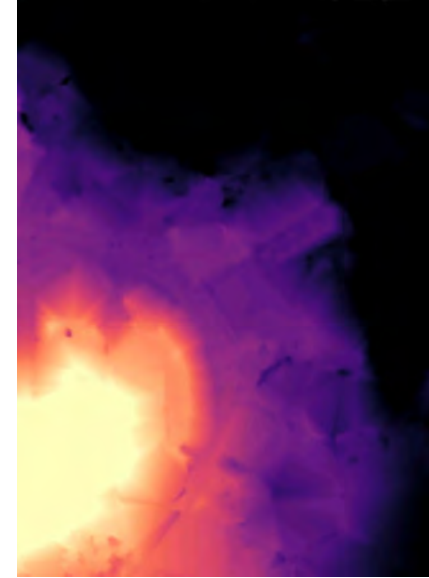
## POINT CLOUD

The Nearmap Point Cloud is a vector file made up of points containing X, Y and Z and color values in the LAS format.



## DIGITAL SURFACE MODEL

DSM is based on a raster file made up of pixels containing surface elevation values in the GeoTiff format, including heights of both natural and built objects above sea level.



## DIGITAL ELEVATION MODEL

DEM is based on a raster file made up of pixels containing bare earth elevation values in GeoTiff format.



## TRUE ORTHO

True Ortho is based on a raster file made up of pixels containing RGB color values in the GeoTiff format.



# NEARMAP AI FAMILY



## AI PACKS

AI-derived attributes are sold as AI Packs:

1. Building Footprints
2. Swimming Pool
3. Solar Panels
4. Ground Surfaces
5. Vegetation
6. Construction Sites
7. Building Characteristics
8. Trampolines
9. Roof Characteristics
10. Roof Condition
11. Poles

## ADDITIONAL AI LAYERS

Single data layer that is processed on whole surveys of our imagery coverage:

- Car
- Tarpaulin/Shade Cloth
- Road
- Power line
- Tennis Court
- Driveway
- Natural Hard/Soft
- Natural Soft
- Building Under Construction
- Construction Crane
- Construction Vehicle

ALL AI PACKS ARE AVAILABLE IN  
RASTER AND VECTOR FORMAT



# PLUG AND PLAY



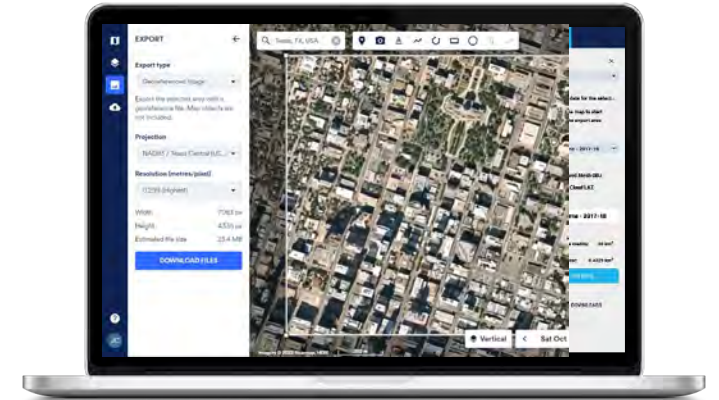
## 1 MapBrowser

Our light-weight web application enables you to explore, measure and keep track of your projects from anywhere in the world. Switch between Nearmap's vertical, oblique, and 3D content in a few clicks.



## 2 Esri ArcGIS Marketplace

Stream Nearmap vertical content into ArcGIS products as well as platforms built on top of ArcGIS software. Nearmap Oblique is also accessible via an oblique viewer widget made with ArcGIS Web AppBuilder.



## 3 WMS & Integrations

Draw a polygon for the area you're interested in, and export the georeferenced content to bring into your tools. Alternatively, just connect to our imagery catalogue with API solutions.





# NEARMAP AI

## SOURCE OF TRUTH

Wide-range of AI datasets derived straight from Nearmap imagery, with a raster resolution of 2.2-3” (5.5-7.5cm) GSD. Datasets are available for every single survey starting from June 2020 onwards (on program, NNOW, post-cat).

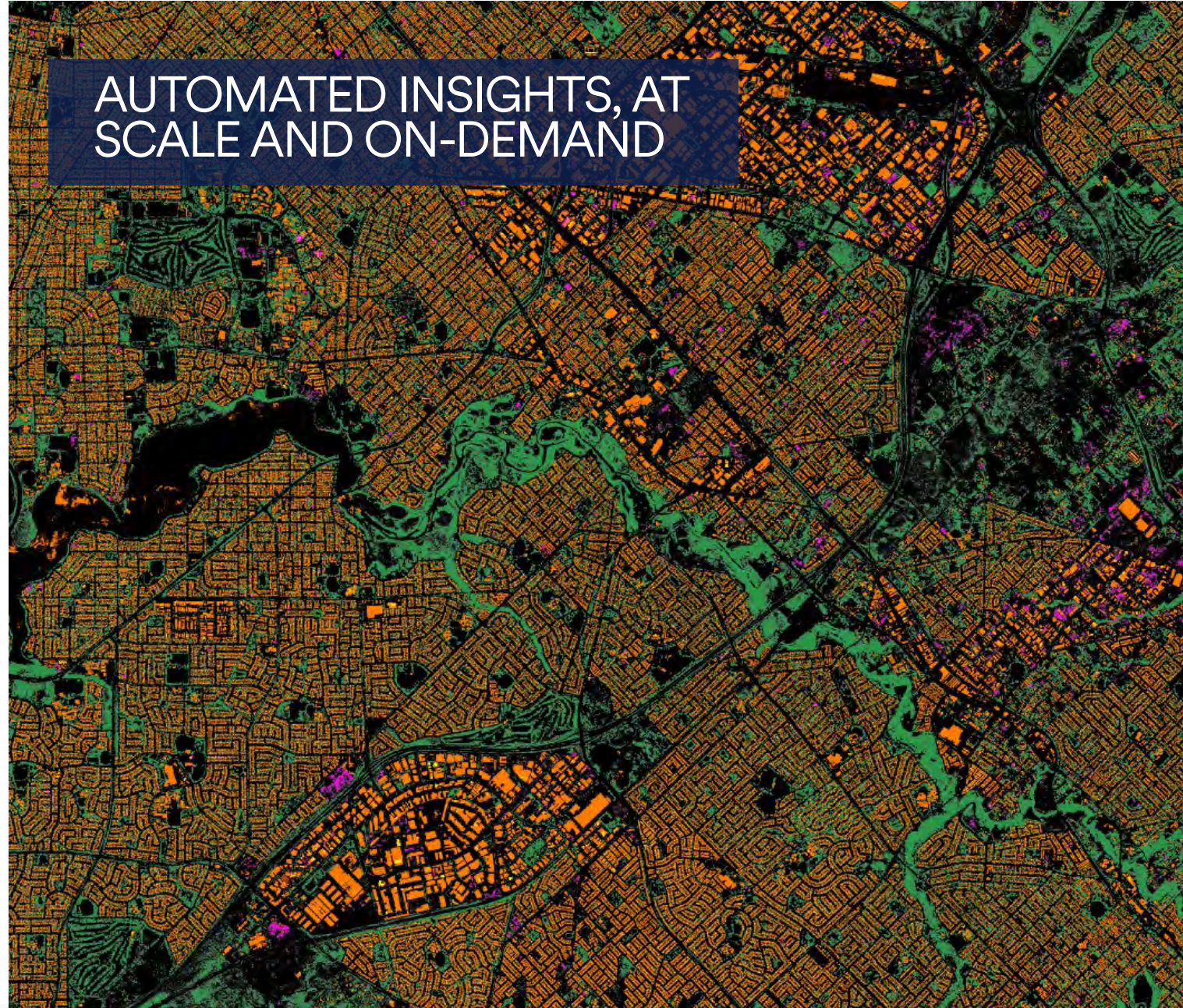
## WIDE-SCALE COVERAGE

Datasets are processed efficiently at scale – one global model for all AI Layers in all geographies, at all times. Using hundreds of thousands of pixel accurate training examples.

## CONTINUOUS IMPROVEMENTS

Expect new releases of AI Layers and Packs on a consistent basis, as well as continuous enhancements to current AI offerings.

AUTOMATED INSIGHTS, AT  
SCALE AND ON-DEMAND





# WHY NEARMAP AI?

## AUTOMATED FEATURE EXTRACTION AT SCALE

- Perform remote site assessments
- Easily identify objects and location attributes
- Accurately detect changes

## SAVE TIME AND MONEY

- Reduce the need to manually digitize datasets
- Shorten time spent collecting datasets
- Don't have to purchase 3<sup>rd</sup> party datasets

## STREAMLINE INITIATIVES

- Plan for change and development
- Simplify asset, facility and risk management
- Verify permit compliance
- Correctly assess utility fees and parcel values





# AI EXAMPLES AT SCALE



# BUILDING FOOTPRINTS



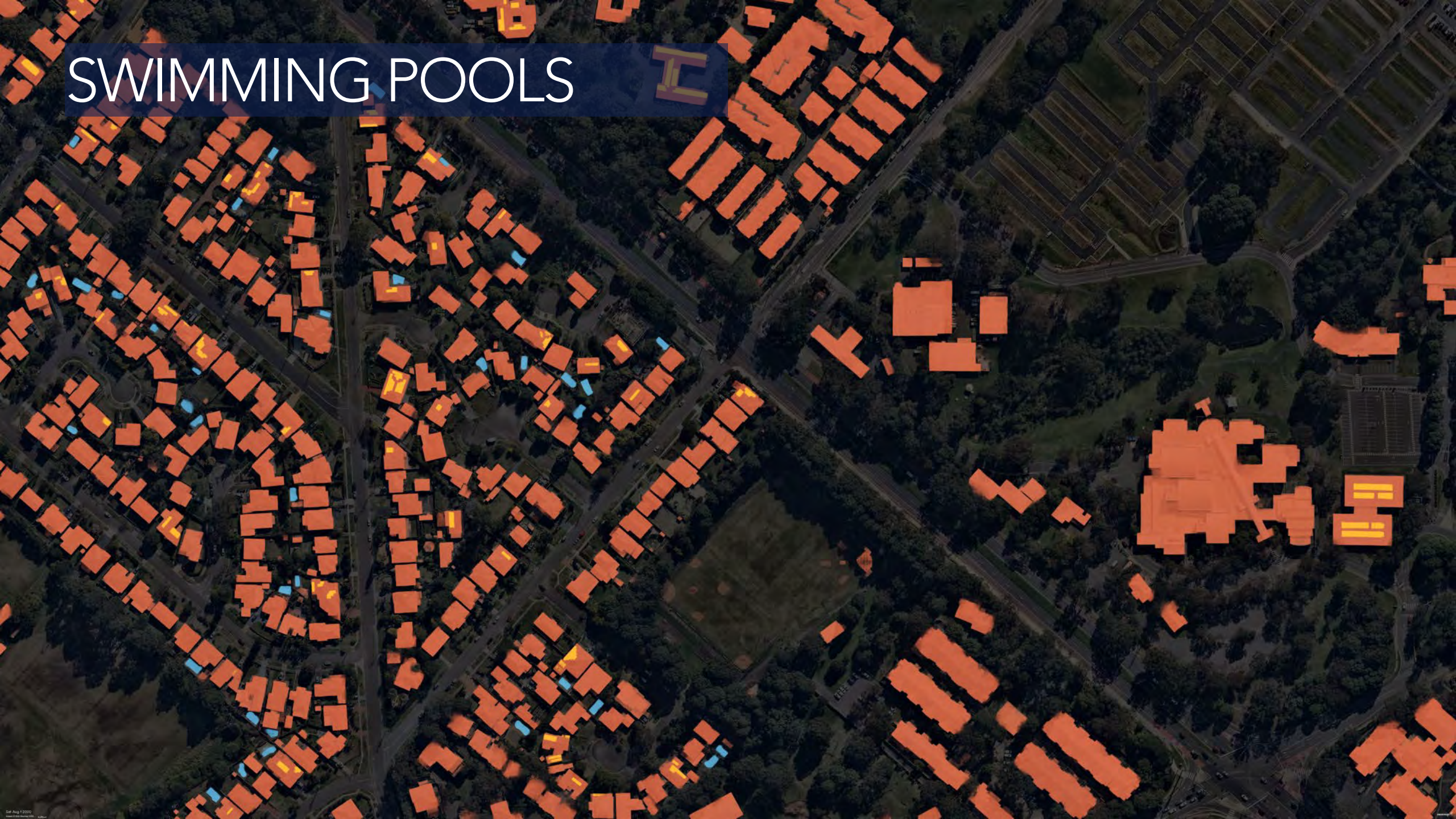


# SOLAR PANELS





# SWIMMING POOLS





# WATER BODIES







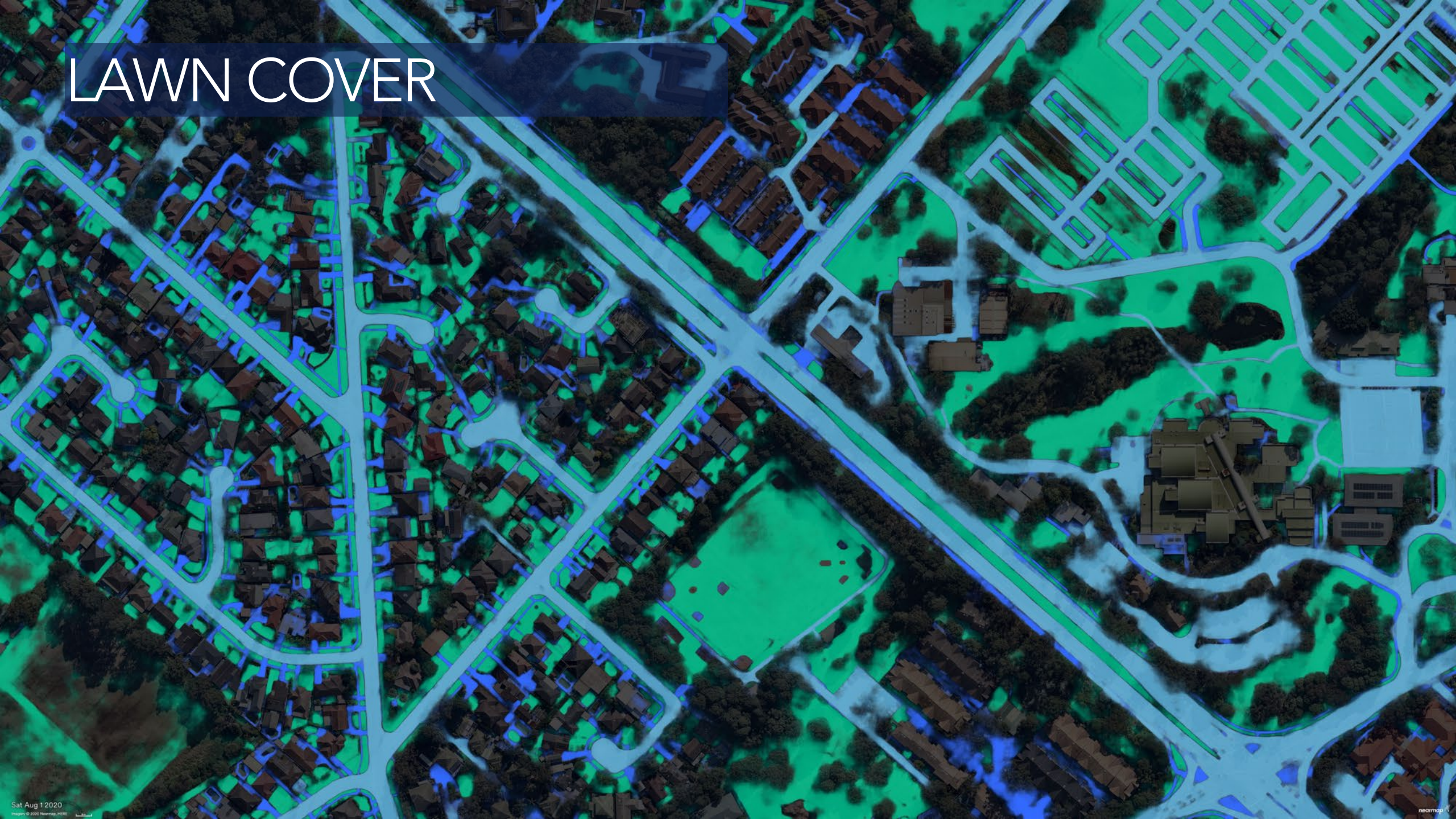


# CONCRETE SURFACES



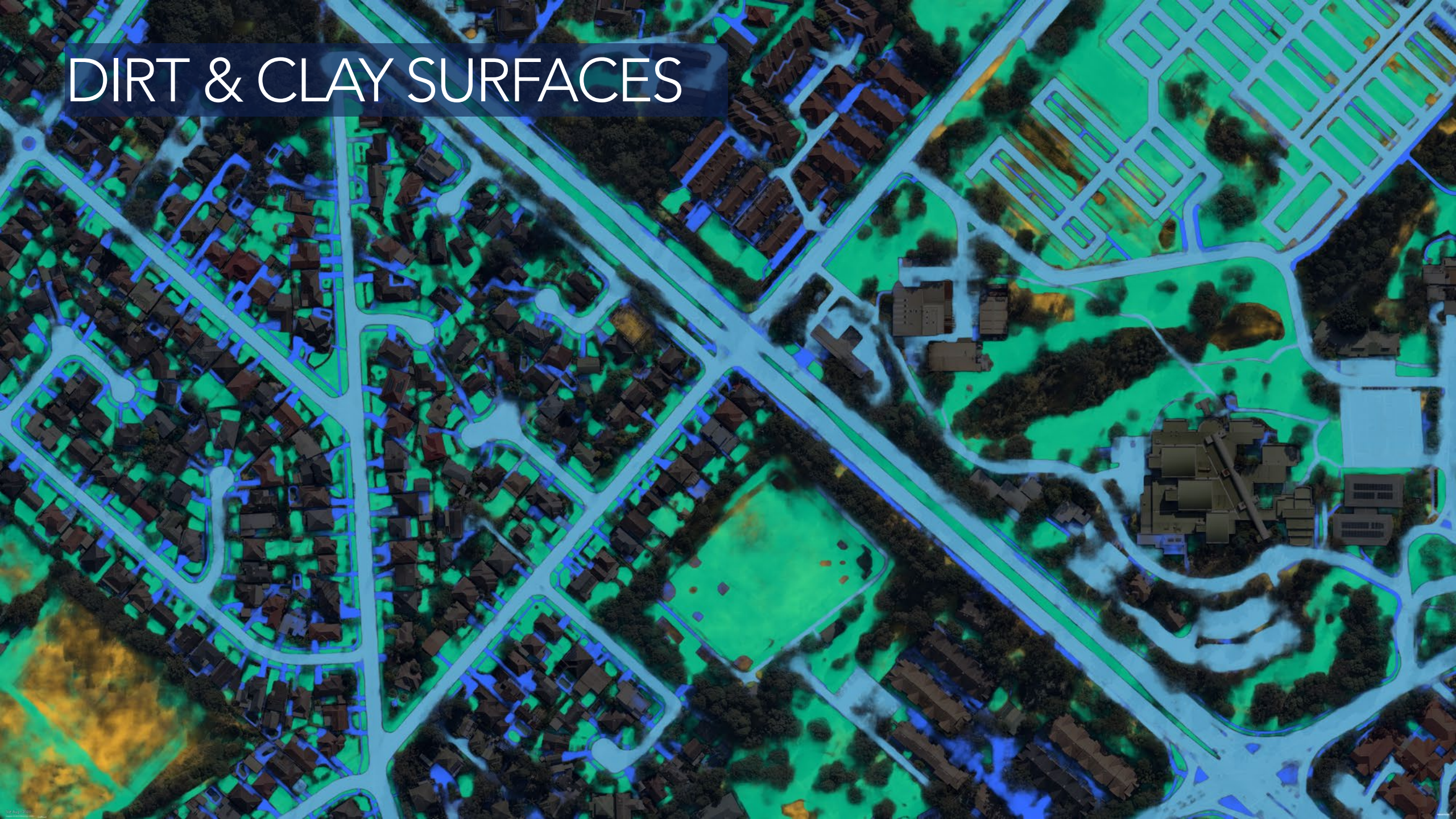


# LAWN COVER





# DIRT & CLAY SURFACES





# TREES & VEGETATION





# TREE OVERHANG



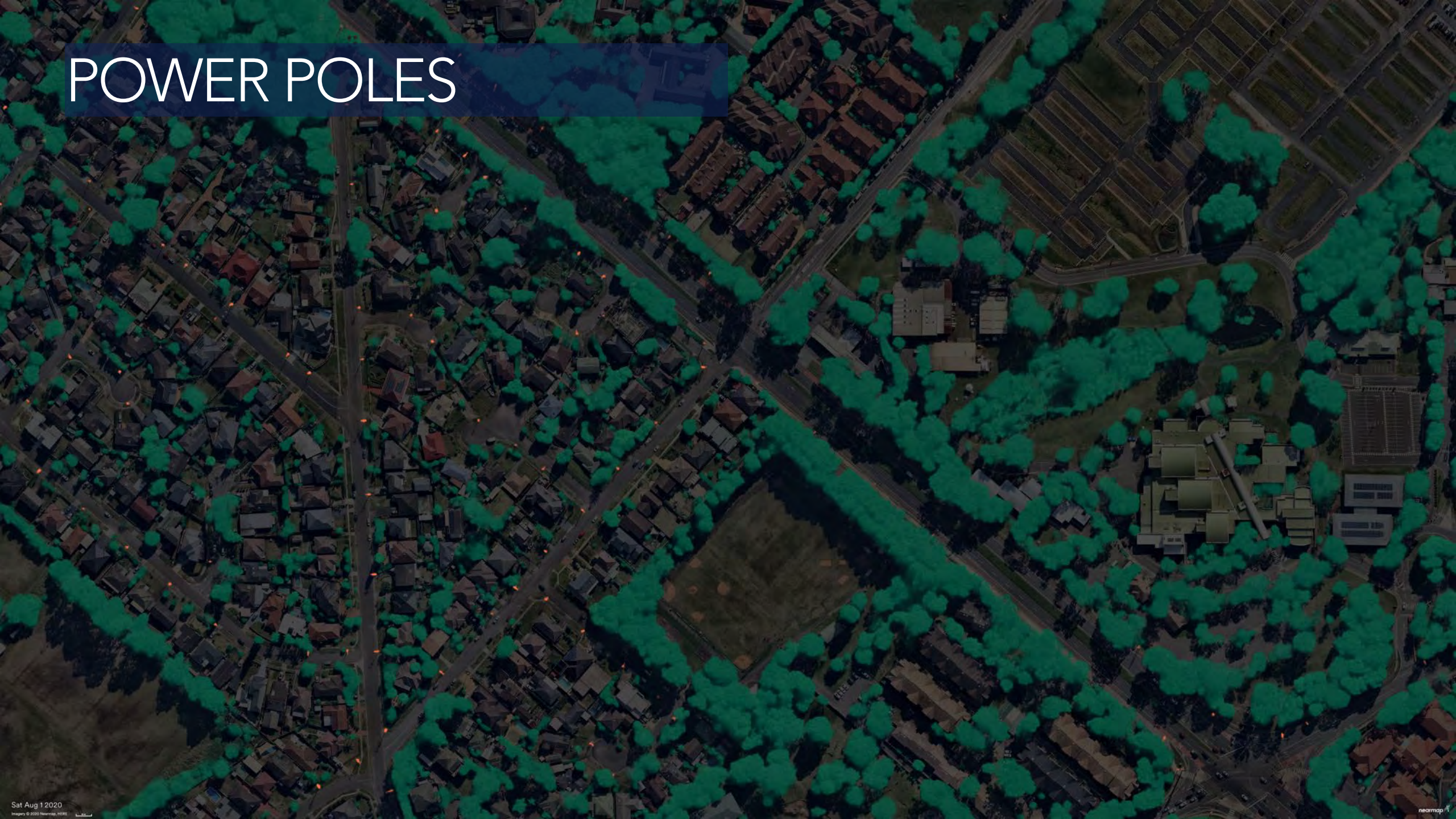


# POWER LINES





# POWER POLES





# STREET LIGHTS





# CONSTRUCTION





# IN CONTEXT: EXISTING BUILDINGS





# IN CONTEXT: ROADS





# IN CONTEXT: VEGETATION







VERTICAL + AI | SEPT 2020

## Published Storymaps

Storymaps that have been reviewed and approved to be published will be added to this group. Only admins can add or remove content from this section to ensure that all content herein has been reviewed and approved.



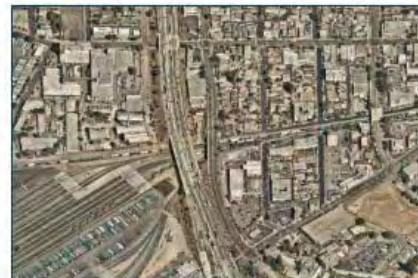
StoryMap  
**Nearmap for Urban and Enviro...**

View proposals in context, engage



StoryMap  
**WMS 2.0 vs Georeferenced Ima...**

Which is best for who and how to



StoryMap  
**Nearmap for Transportation in ...**

Using Nearmap transportation



StoryMap  
**Nearmap for Land Planning an...**

Nearmap provides cloud-based,



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**MAHALO!**