ABOUT NEARMAP.

Captured: 8 Nov 2017
Corona del Mar, CA

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NEARMAP'S FIRST DECADE.

- Specialize in high-resolution aerial imagery delivered via cloud
- Regularly capture 71% of the U.S. (430 largest urban areas)
- Used within several key industries – **Government, AEC, Real Estate, Insurance, Utilities, Telecom, Solar/Roofing/Paving**
- 8,500+ Customers
- 87,000+ Users accessing imagery regularly
- We've taken 60M individual photos — 1 petabyte of storage
- Recognized by Esri as Best New Content Partner 2017

Esri Partner Conference
2017 Award Winner
Best New Content Partner

Captured: 8 Jan. 2018
Atlanta, GA

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WHY NEARMAP IS A LEADER IN LOCATION CONTENT.

Captured: 13 Jun 2017
San Diego, CA

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WHAT MAKES NEARMAP DIFFERENT?

We capture, manage, and deliver current, consistent location content faster than anyone.

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WHAT MAKES NEARMAP DIFFERENT?

CURRENT Photomaps of U.S. urbanized areas are updated frequently

CLEAR Nearmap imagery is sub-3” GSD, which is several times sharper than free satellite imagery

CHANGE All historical captures are maintained for easy change detection and analysis

CLOUD-BASED HD aerial maps are accessible instantly through the cloud

CONSISTENT All forms of Nearmap imagery are provided at the same specs across all locations

Captured: 27 Oct 2017
New York City, NY

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HOW NEARMAP CREATES & DELIVERS AERIAL MAPS.

Captured: 30 July 2017
Baton Rouge, LA

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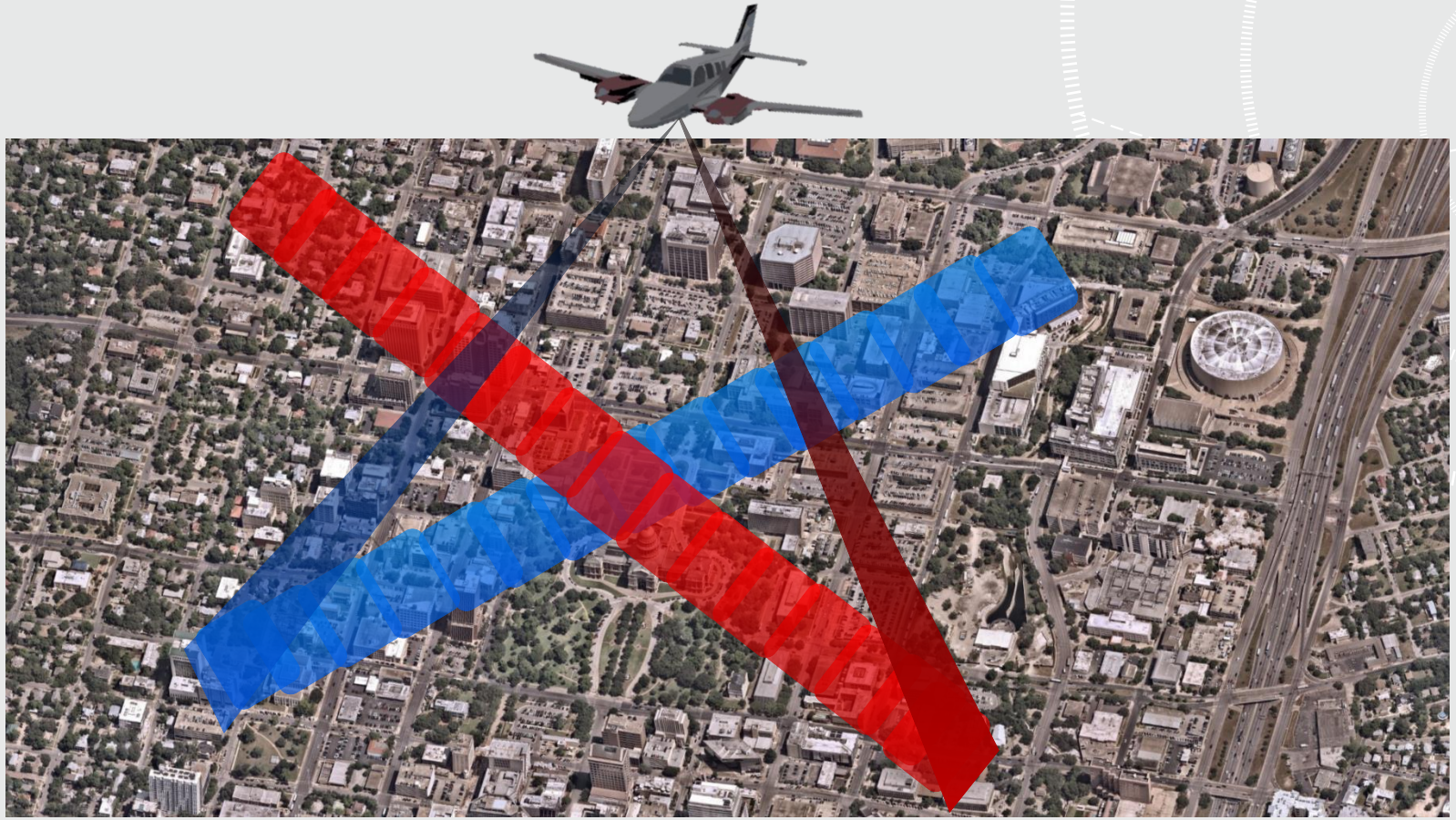
NEARMAP HYPERCAMERA.

Vertical and 4-way oblique imaging system



HOW NEARMAP CREATES AERIAL MAPS.

FAST AERIAL SURVEY OF LARGE AREAS

- Patented HyperCamera
- Collects large areas
- All imagery is high-res (Sub-3” GSD)

SCALABLE CLOUD-BASED IMAGERY PROCESSING

- Patented processing
- Publishes within days
- Identifies triangulation points
- Creates DEM
- Ortho-rectifies images
- Uninterrupted mosaic

DESKTOP-READY DATA SUPPORTING BUSINESS NEEDS

- Instant access
- Industry-leading cloud service
- Accessible via MapBrowser
- Integrates with GIS, CAD
- 3rd party applications

RAPID, INDUSTRY-LEADING DELIVERY

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NEARMAP HD LOCATION CONTENT.

VERTICAL

- High-res top-down i.e. “ortho” imagery
- Measure line, area, or radius
- Overlay roads
- Smooth, uninterrupted pan & zoom
- Seamless integration with GIS & CAD apps

PANORAMA

- Multi-perspective aerial views
- View images from four cardinal directions
- Smooth, uninterrupted pan & zoom
- Mosaic allows for continuous view without “geo-fencing”

OBLIQUE

- Multi-perspective aerial views
- View as mosaic or access individual source images
- Accurate measurement of height

DSM & 3D

- Highly accurate Digital Surface Models
- 3D point cloud and mesh

Captured: 16 Nov 2017
San Diego, CA

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IMAGERY COMPARISON

FEATURE	SATELLITE	DRONE	NEARMAP
COVERAGE	✓		✓
CURRENT		✓	✓
CLEAR		✓	✓
CONSISTENT	✓		✓
CLOUD	✓		✓

Nearmap HD aerial maps can be accessed via our easy-to-use MapBrowser or integrated into purpose built solutions

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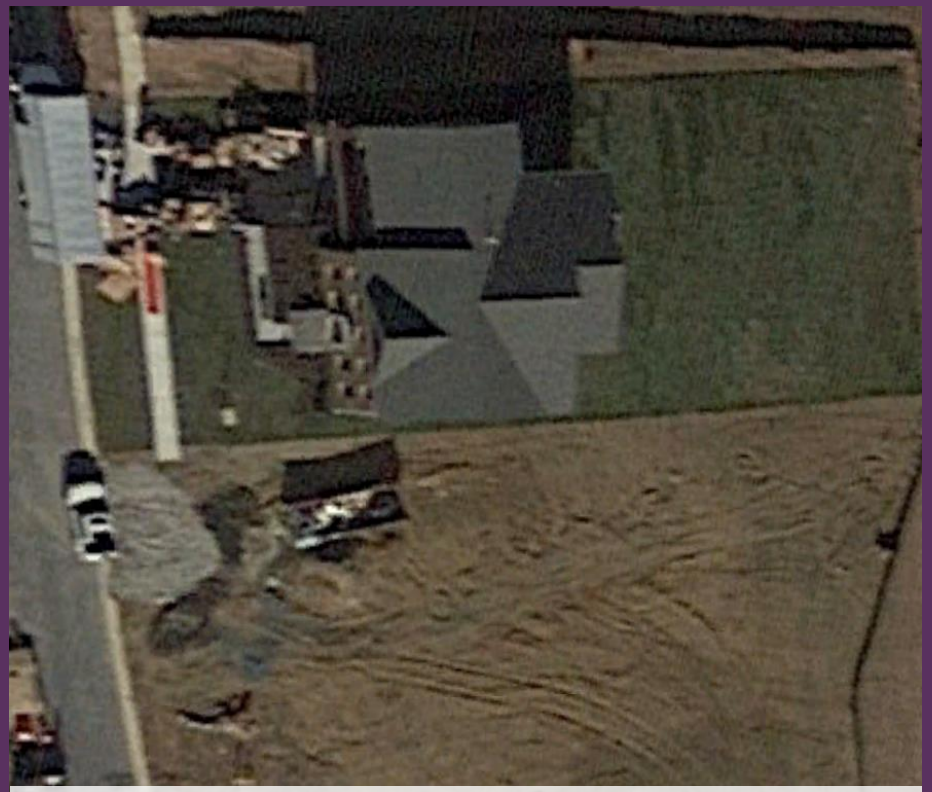
COMPARISON OF NEARMAP VS SATELLITE.



SATELLITE IMAGERY (Google Earth)
Outdated, Low Resolution

NEARMAP PHOTOMAPS
Captured: Dec. 2017, High-Res Sub-3” GSD

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COMPARISON OF NEARMAP VS SATELLITE.

SATELLITE IMAGERY (Google Earth)
Outdated, Low Resolution

NEARMAP PHOTOMAPS
Captured: Dec. 2017, High-Res Sub-3” GSD

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2018 U.S. COVERAGE PROGRAM: Nearmap Vertical

>71%
Total U.S. Population

430
Urbanized Areas

330,000+
Square Miles

Sub-3”
Ground Sampling Distance

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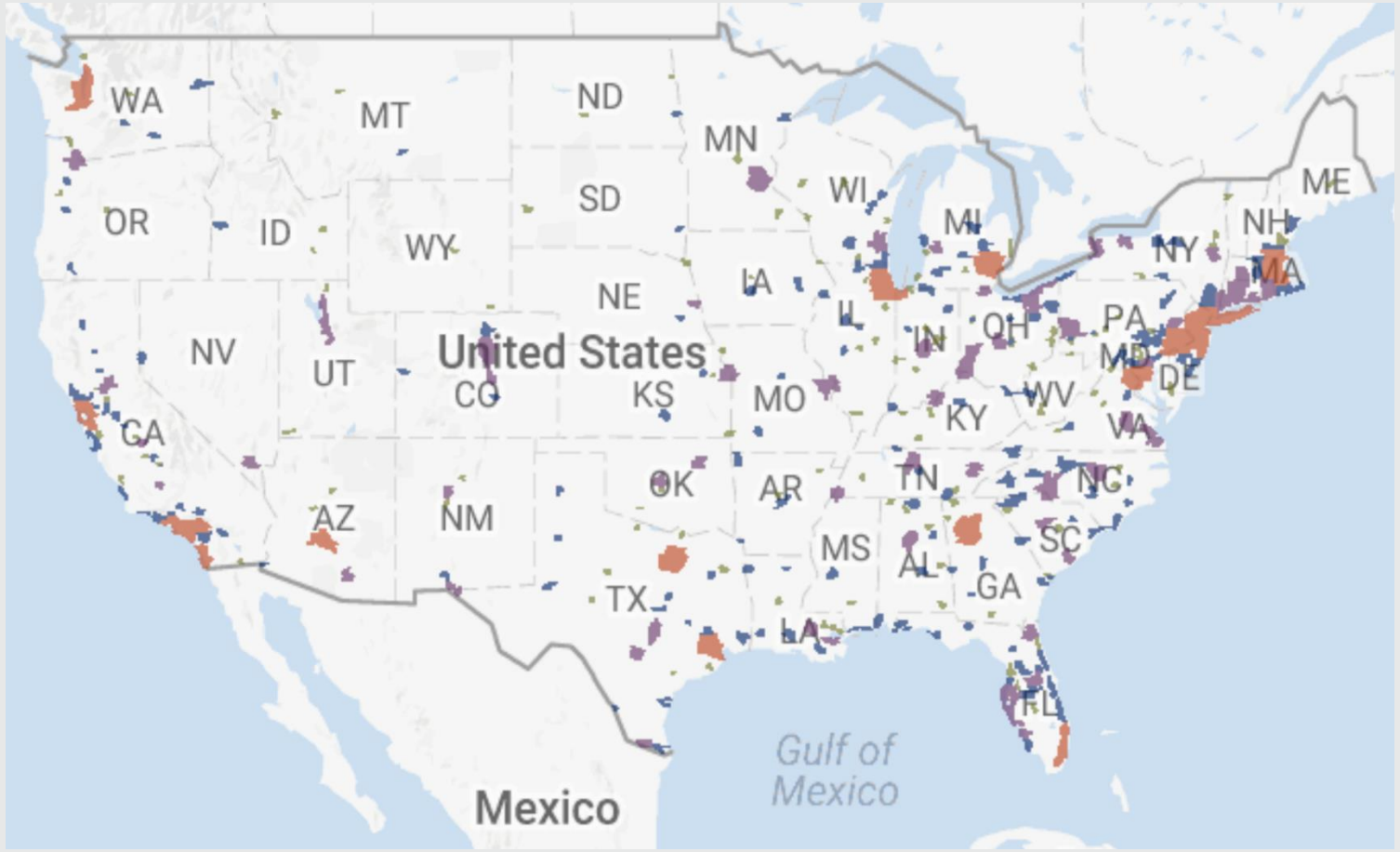
2018 U.S. COVERAGE PROGRAM: Nearmap Vertical



MAIN METRO AREAS
3 Vertical Surveys

CITIES
2 Vertical Surveys

REGIONAL CENTERS
1 Vertical Survey

REGIONAL CENTERS
1 Vertical Survey - Planned

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2018 U.S. COVERAGE PROGRAM:
Nearmap Panorama & Oblique

>53%

Total U.S. Population

78

Urbanized Areas

99,000+

Square Miles

Sub-3”

Ground Sampling Distance

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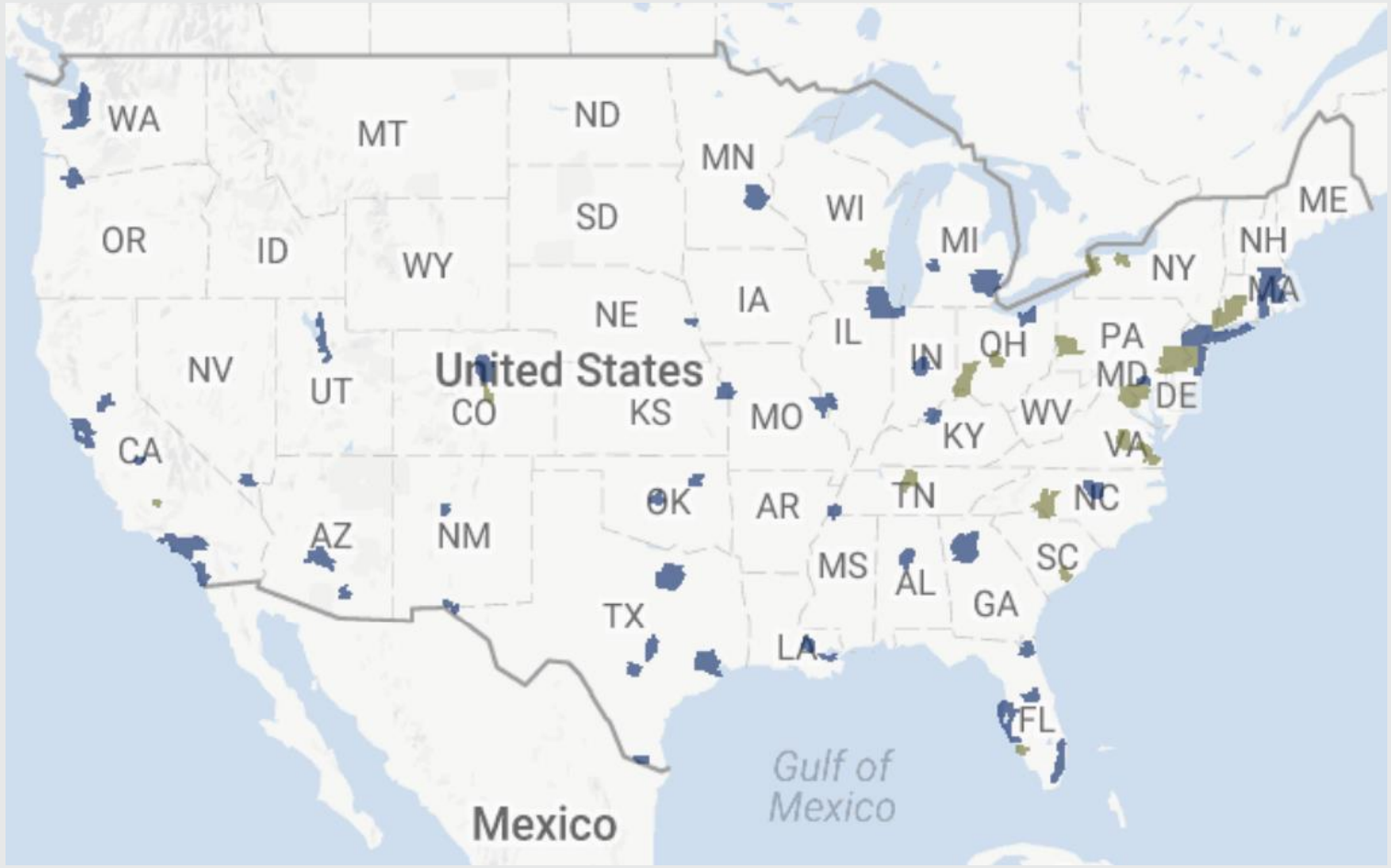
2018 U.S. COVERAGE PROGRAM.



METRO AREAS
1 Oblique Survey

METRO AREAS
1 Oblique Survey - Planned

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NEW & EMERGING FORMS OF LOCATION CONTENT.

Captured: 30 July 2017
Baton Rouge, LA

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EXAMPLE OF NEARMAP 3D.

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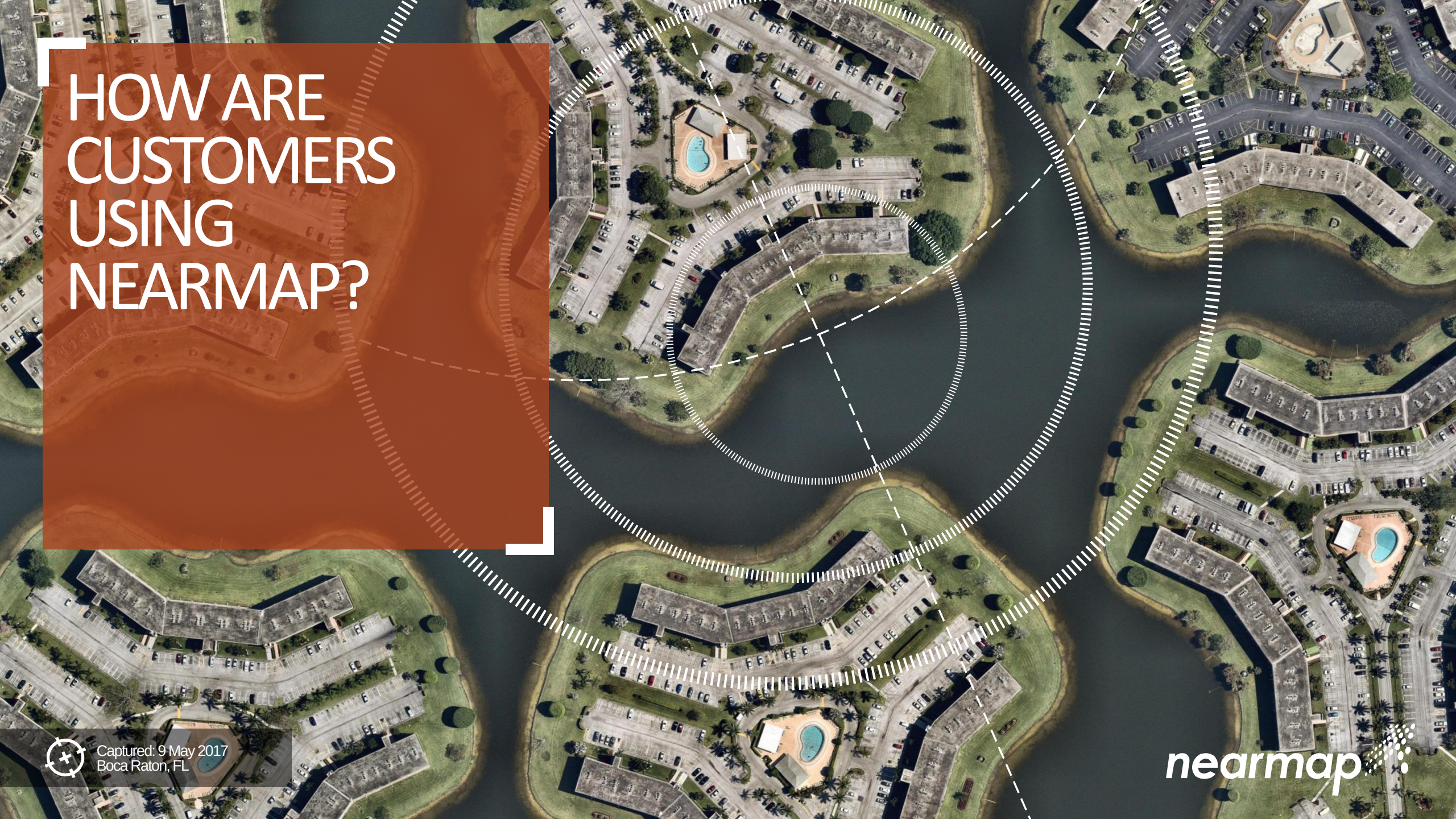
EXAMPLES OF NEARMAP DSM.

HOW ARE CUSTOMERS USING NEARMAP?



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TOP USES.

Explore Your Environment with ease, clarity and minimal impact

Unlock Opportunities to make more informed decisions

Transform the Way You Work into a productive, strategic advantage

Captured: 5 Aug 2017
Miami, FL

CUSTOMER CASE STUDIES

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CASE STUDY: MOMENTUM SOLAR.

PAIN POINTS

- Rapid expansion – Nationwide
- Inconsistent, low-res satellite imagery
- Constrained views – no seasonal change

SOLUTION

- Timely imagery = speed and accuracy
- Complete virtual solution drives customer sat
- Immediate opportunity qualification

IMPACT

- Proposal development: 2 weeks to 2 days
- Leaf-on, Leaf-off: precise lead qualification
- Accurate measurements: 3-4 times faster panel placement proposal

SPEED TO MARKET

1,000 to 3,000 additional homes qualified per week

momentum SOLAR

Captured: 11 Nov 2017
San Clemente, CA

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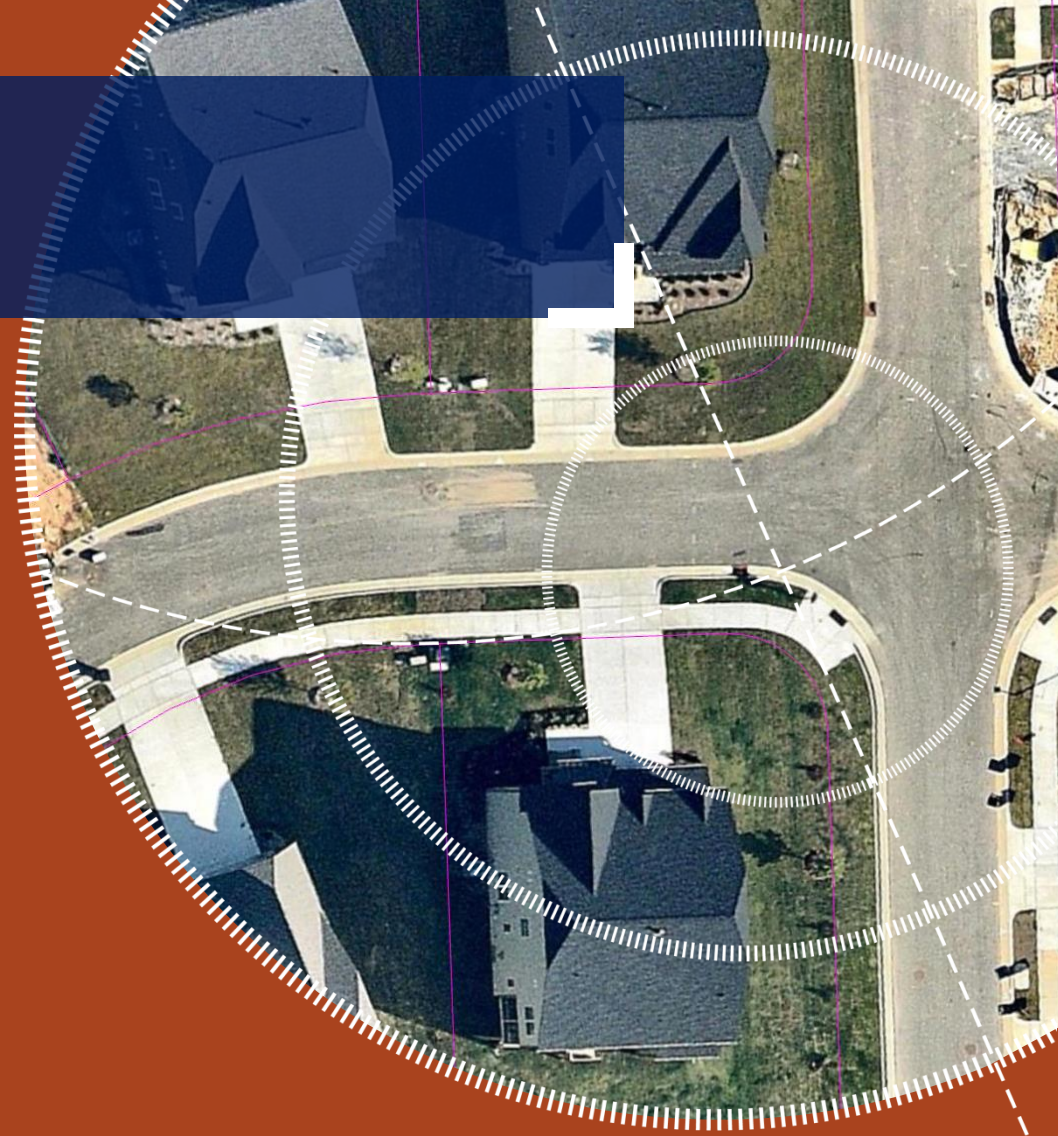
CASE STUDY: CITY OF APEX, NC



PAIN POINTS

- Hyper-growth required efficient planning
- Out of date, low resolution imagery
- Massive state reimbursements hang in balance

SOLUTION

- Current imagery inside ArcGIS℠
- Accurate measurements without “wheel-walking”
- “Powell-Bill” Reporting to state

IMPACT

- Dramatic reduction in site visits
- Rapid response to staff and citizen requests
- Support all government departments

$1.4 Million
Reimbursed from North Carolina

Captured: 26 Jan 2018
Apex, NC

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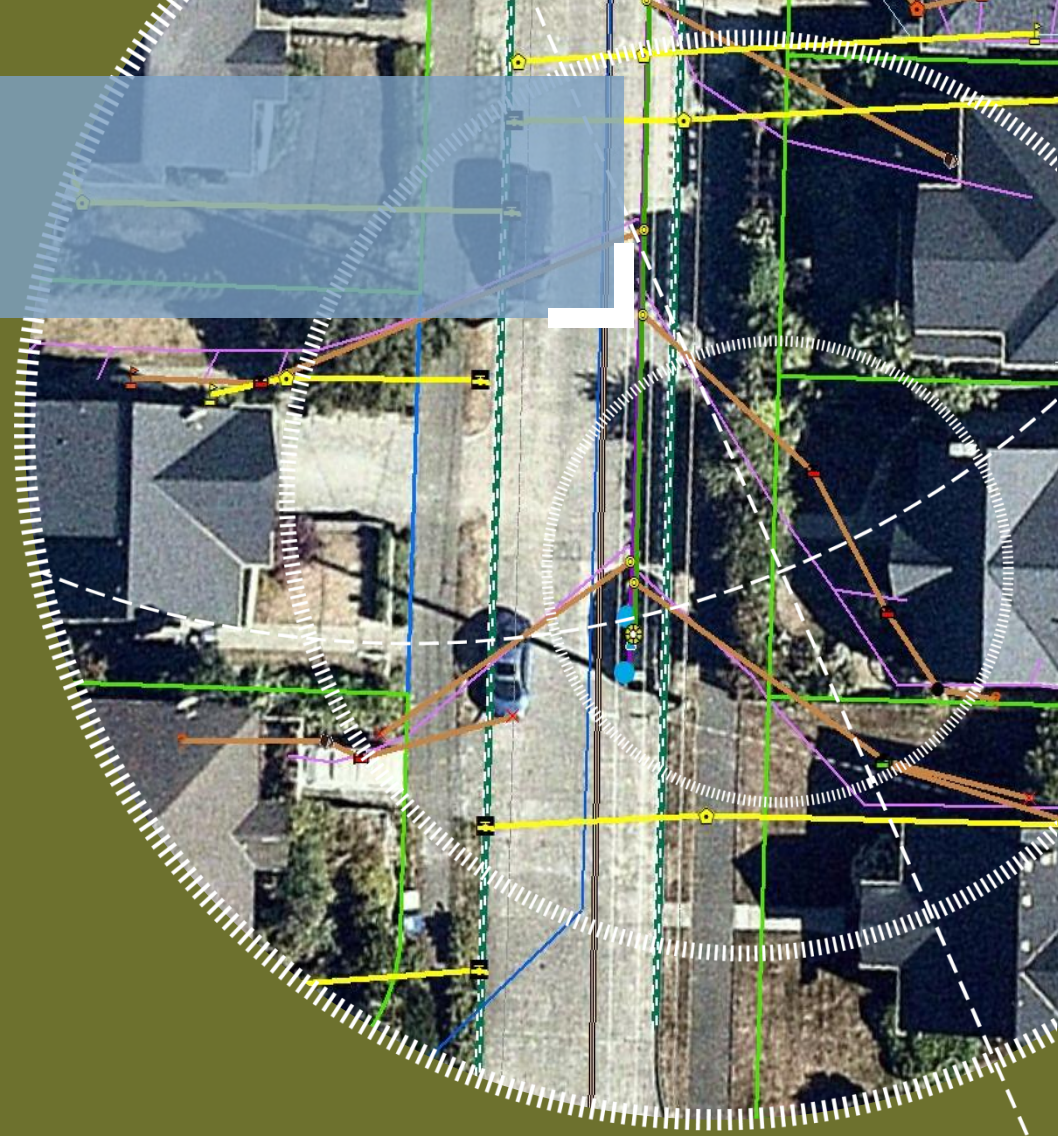
CASE STUDY: HYRDOMAX USA



PAIN POINTS

- Low resolution, inconsistent satellite imagery
- Location accuracy was low
- High risk projects

SOLUTION

- Clear feature detection
- Scalable solution: Video data, Esri® and Nearmap
- Integrated into work processes

IMPACT

- Efficient resource deployment
- Improved customer service
- Scalable business growth

Dramatic Risk Reduction

With improved analysis

HYDROMAX USA
Advanced Water, Wastewater and Gas Data Collection

Captured: 30 Sept 2017
Louisville, KY

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THANK YOU.

Learn more at
http://go.nearmap.com

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