



# Pointerra Limited

## ASX Announcement

14 June 2018

### Pointerra Appoints US-Based COO to Drive Global Expansion

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to announce the appointment of Randal (Randy) Rhoads to the role of Chief Operating Officer ("COO") of the Company. Randy joins Pointerra from Harris Geospatial ("Harris"), part of the NYSE listed US\$18 billion market cap Harris Corporation.

#### Randal Rhoads, PE - Background

A former US Air Force officer and pilot, Randy is a Professionally Licensed Civil Engineer and has been with Harris Corporation since 2015 in the role of Geospatial Industry Manager, where he has been responsible for driving the global commercialisation of Harris' innovative aerial 3D capture technology (Geiger Mode LiDAR) into the energy and utilities sectors.

Geiger Mode ("GM") LiDAR is innovative trickle-down technology from Harris Corporation's defence sector operation that offers many technical and operational cost efficiencies for large-scale, high resolution aerial capture when compared to traditional LiDAR capture platforms. Pointerra is partnering with Harris in the US market to provide a cloud platform for delivering a "solutions portal" inclusive of GM LiDAR data to energy and utility customers.

Randy has more than 20-years' experience in aerial LiDAR-based surveying, including completing the world's first-ever aerial LiDAR surveying program within an engineering firm for commercial mapping purposes in 1999. Prior to joining Harris, Randy was COO for several LiDAR and photogrammetric mapping services operations and was also a part-owner of a LiDAR capture start-up back in 2000.

#### Randy's Role at Pointerra

As COO responsible for driving the global expansion of Pointerra's cloud-based Data as a Service solution, Randy will be based in the US state of Virginia and will initially focus on direct sales to the energy and utility (including road, rail & pipelines) sectors, as well as securing strategic data platform partnerships with Tier-1 aerial and mobile 3D capture companies.

*Randy commented, "I'm thoroughly excited to be joining Pointerra at this crucial time in the Company's evolution. I believe the industry is looking for a delivery platform that truly supports the utilisation and compelling value of the 3D datasets being generated by today's advanced sensor technologies. Pointerra provides this solution."*

Pointerra's Managing Director Ian Olson responded, "We are delighted to have attracted a person with Randy's experience and pedigree to our business. His belief in our



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*technology platform and business model, including the shared vision to take Pointerra to a global stage, is a tremendous boost to our operation, particularly in the strategically important US marketplace. We expect Randy to help execute on a number of existing enterprise sales opportunities as well as adding to Pointerra's overall enterprise sales pipeline."*

Randy is expected to commence with Pointerra in early July and will also be appointed a Director of Pointerra US, Inc, the Company's 100% owned US subsidiary.

**ENDS**

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**About Pointerra:** *Pointerra is an Australian company focussed on the 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 – providing actionable 3D information to power digital asset management solutions. Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution. Pointerra: 3D Data Solved.*  
<http://www.pointerra.com>