



# Pointerra Limited

## ASX Announcement

11 October 2018

## Enterprise Sales Update

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent enterprise sales activities.

### Highlights

- 2<sup>nd</sup> Domestic utility customer secured
- First US sales secured in UAS (Unmanned Aerial System or drone) sector

### Domestic Sales

The Company continues to grow the number of paying customers and sales prospects in the Surveyor, AEC (Architecture, Engineering & Construction) and Utility sectors in the Australasian region and this month added its 2<sup>nd</sup> enterprise utility customer.

The latest enterprise utility customer was secured at an initial \$7,500 monthly Data as a Service (DaaS) subscription for a minimum of 12-months (\$90,000 pa), which is expected to grow materially as more 3D data and users are added.

Pointerra's 1<sup>st</sup> enterprise customer in the Utility sector (announced in September 2018) has now commenced uploading the organisation's entire 3D data library to Pointerra's cloud platform for 3D data and is working with Pointerra's technical sales support team to transition to enterprise-wide deployment.

### International Sales

The Company has recently secured paying DaaS customers from the UAS sector in the US, where the scale, power and efficiency of Pointerra's cloud platform is being exploited by customers capturing, analysing and delivering 3D data across different geographic regions.

Pointerra is currently negotiating a number of enterprise customer DaaS sales agreements with US prospects in the 3D capture, Utility and ADAS (Advanced Driver Assistance Systems) sectors. The ADAS opportunity represents the first application of Pointerra's unique proprietary data structures in supporting 3D mapping for the autonomous driving sector, an emerging sector that is forecast to grow to around USD16.8 billion by 2025. (source statista.com)

**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 digital asset management sector and allows very large 3D datasets to be viewed by users without the need for high performance computing. 3D data is 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>*