See • Plan • Share

September 2015

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The vision

Map The World in 3D

- Pointerra is building a powerful on-line Data as a Service (DaaS) solution for massive 3D point clouds
- The Pointerra solution utilises a patented algorithm that indexes massive amounts of point cloud data into a unified dataset. The processed data can then be dynamically searched, accessed and viewed by anyone, anywhere.
- This will allow organisations to effectively manage planning, design, construction, implementation and maintenance of their assets utilising the Pointerra engine for managing massive data.

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The opportunity

Data Deluge

- 3D point cloud data volumes are growing exponentially
- Greater resolution, coverage and frequency
- New sources of data collection (UAV mounted Lidar, mobile scanning, handheld scanners.)
- Rising user demand for access to increasingly unmanageable data sets

Market Drivers

- Increasing need to leverage huge amounts of 3D data
- Requirements for dynamic discovery and access to dispersed information
- Need for faster access
- Rapidly expanding utilisation outside of the traditional 3D data markets

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The challenge

Design for the real world

- Most buildings, plant & equipment, civil and process infrastructure in the real world require ongoing geospatial surveys of what currently exists
- 3D surveys, photogrammetry and models are being produced at an accelerating rate creating massive point cloud data sets
- An increasingly accurate 3D model of the real world is required for everything from design and construction, through maintenance of utilities to driver-less cars
- However the capture, management and use of spatial data is fragmented
  - Data captured independently by multiple project stakeholders
  - Inefficiency and duplication occurs
  - Data ownership is fragmented, isolated and rarely shared
  - Due to absence of validation, data is frequently redundant and out of date – needs to be recaptured repeatedly
- With project datasets often exceeding 1tb in size, data utilisation and distribution is increasingly difficult to manage

The solution

Pointerra now brings all of the pieces together

- All 3D data collected can be stored in one place
- Massive 3D point cloud datasets managed online by **Pointerra's** powerful processing engine (provisional patent application in place)
- Industries become better resourced and better connected
- Massive accumulated data is able to be accessed instantly and handled effectively

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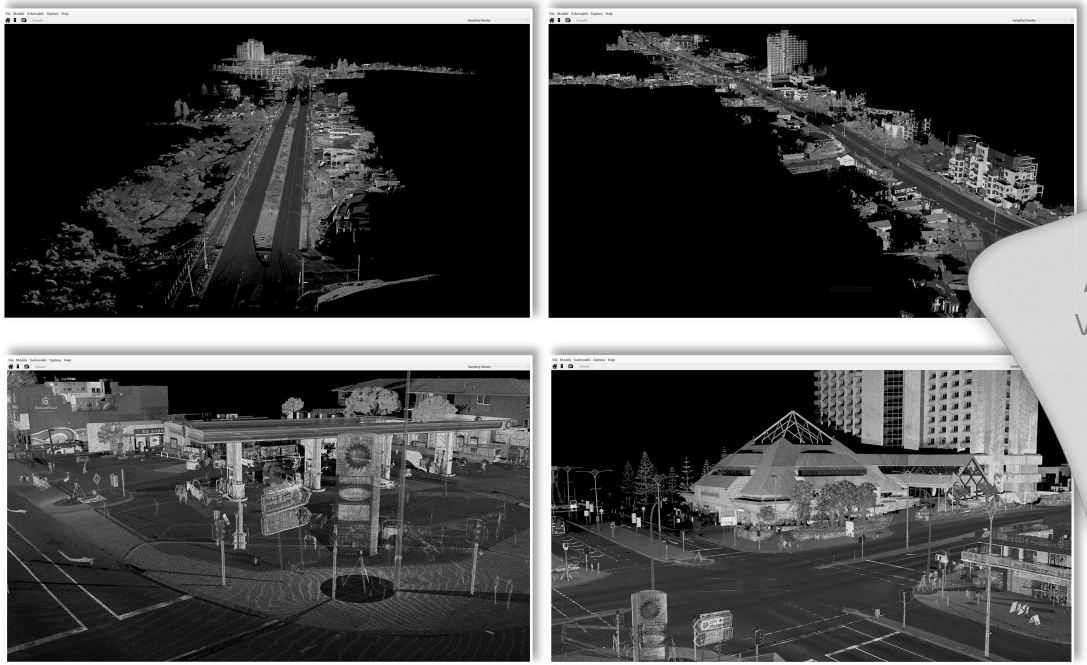
See the world in high resolution

Raw 3D **point cloud data** processed by the **Pointerra Engine**



Access instantly, view dynamically, and manipulate **powerfully**

West Coast Highway, Scarborough, Western Australia

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The technology

- Unique compression, indexing, and visualisation algorithms for massive 3D spatial datasets
- Storage and visualisation of the entire world to millimetre resolution
- Initial focus is on massive point cloud data,
- Data processing algorithm approach is general and can be applied to other datasets and industries
- **Pointerra** will process, store, and render all data remotely on **Pointerra's** cloud-based servers
- Users access **Pointerra's** cloud-based service via an Internet connected session

Experienced team

Dr Rob Newman Non-Executive Chairman

Serial high tech entrepreneur with deep experience in the geospatial industry

Ian Olson Managing Director

Executive experience in diversified geospatial services company and Chartered Accountant with extensive corporate advisory skills

Shane Douglas Chief Technology Officer

Inventor and industry veteran with deep domain experience in the geospatial industry

Mike Freeth Development Lead

Software developer and designer with a diverse skill set with a particular skill and interest in web technologies

Mark Morrison VP Engineering

Industry veteran with commercial and technical expertise in geospatial and mining software

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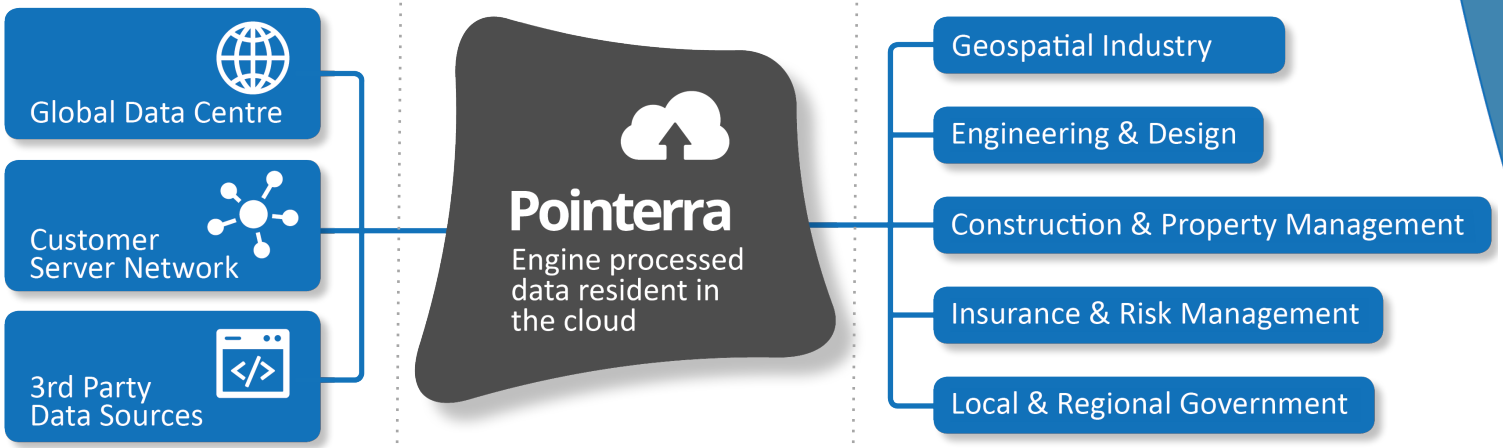
Business model



Data Storage

Large format source data resident on globally distributed data centre, connected to high-speed www backbone, customer networks and third-party providers.

Data Processing

Design-ready Pointerra Engine processed 3D point cloud data available in the cloud to dynamically view, purchase and share.

Data Users

Customers have access to Pointerra by subscription. Ability to pay for differing levels of usability including delivery of source data where required.

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Revenue model

- **Pointerra** is selling a Data as a Service (DaaS) solution
- Both subscription (annuity) and usage (volume) based
- Third party licensed and **Pointerra** captured data will be available to customers on a subscription model
  - Subscriptions being usage (volume) based
- Data owners control access to their data
  - Owners can choose to restrict access to its data, or
  - Make their data available for licence fee
  - **Pointerra** will take a margin on the licence charged

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Pointerra engine development stages

Phase 1

- Establish development team and core development processes
- Finalise core engine software ready for commercialisation
- Optimise the engine to run on cloud-based infrastructure

Phase 2

- Scale data ingestion code to work with anticipated data volumes
- Deploy initial browser-based **Pointerra** user interface

Phase 3

- Add more end-user tools to develop the **Pointerra** DaaS platform
- Investigate automated data processing and analytics opportunities

Phase 4

- Expand **Pointerra** to include other spatial data types (e.g. surfaces)

Initial market entry

- **Pointerra** will deliver enterprise and publicly available data for Australia, US and Europe
  - Available for free for small data usage
  - Otherwise by subscription
- **Pointerra** will process and manage existing and newly created proprietary data for organisations – fee for service basis

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The global market

Global geospatial industry valued at $270 billion USD

Encompassing all digital mapping and location-based services, the geospatial industry is growing meaning many of the cited estimates will now have been significantly overtaken.

$150-$270 billion
Global revenues of geospatial industry per year

$90 billion
Geospatial industry pays out in wages

$73 billion
Industry value in the US

$1.4 trillion
Geospatial industry saves for business each year

$0.5-2.8 billion
Savings from reduced pricing of infrequently bought services and goods

3.5 billion litres
Petrol saved per year globally

$8-$22 billion
Global cost savings on agricultural irrigation

1.1 billion hours
Travel time saved per year globally

Source: Oxera (Jan. 2013), "What is the economic impact of Geo services?"

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The global market

The global geospatial industry is experiencing strong growth

Industry reports suggest that the global geospatial industry is going to see strong returns in the years to come. Here's what to expect.

Market	CAGR	By when
Global GIS market	9.60%	2016
GNSS installed base	22%	2016
LiDAR market	16.64%	2018
GIS market in BFSI	4.95%	2016
GIS market in the utilities	10.37%	2016
Precision farming market	13.39%	2018

Significant growth creates opportunity for **Pointerra**

Source: Oxera (Jan. 2013), "What is the economic impact of Geo services?"

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