



# Pointerra Limited

## ASX Announcement

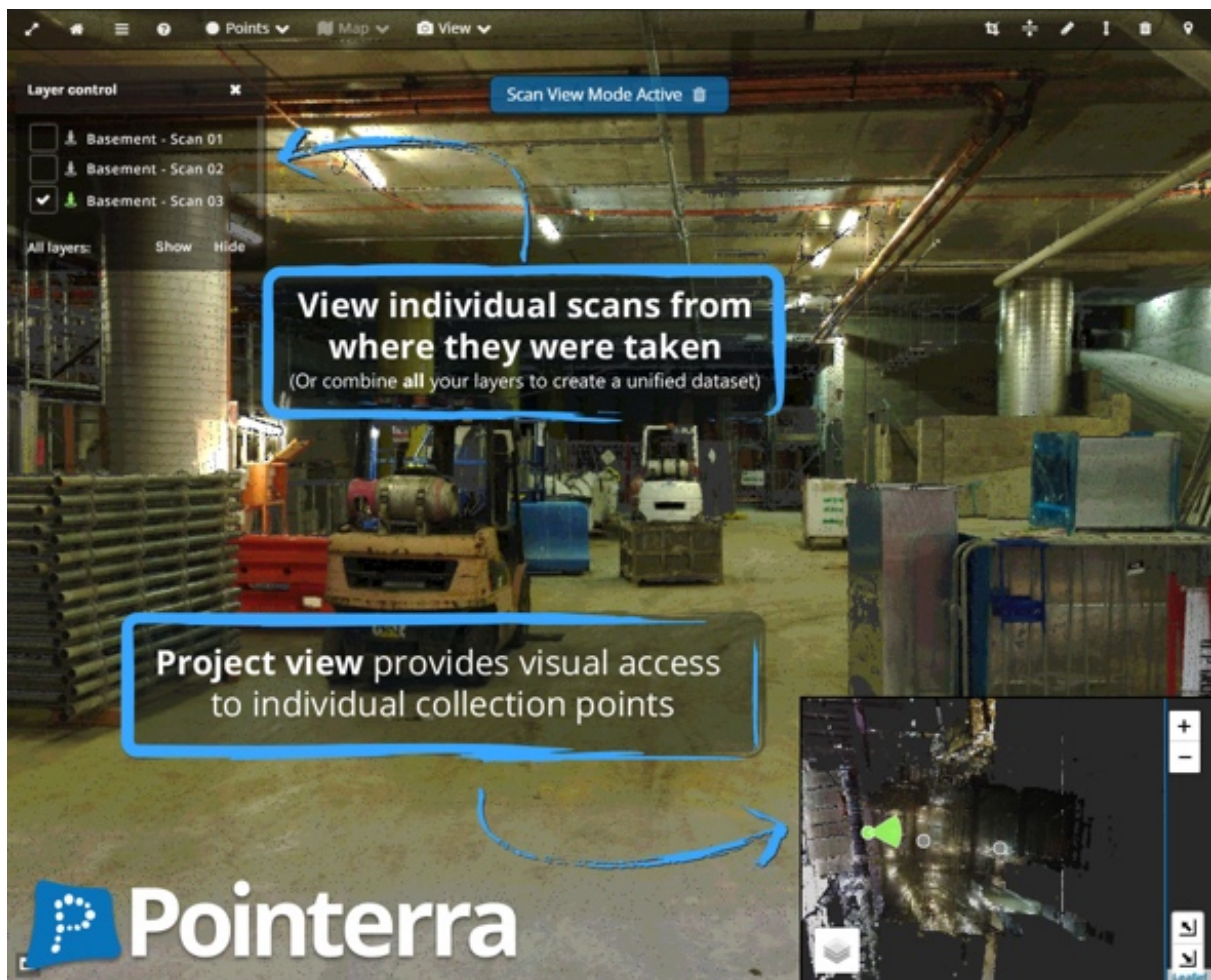
6 October 2017

### Pointerra Commercial, Technical & Corporate Update

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent commercial, technical and corporate activities.

#### Launch of revolutionary ScanView technology

During the last week of September, the Company attended INTERGEO in Berlin and launched its revolutionary cloud-deployed solution for terrestrial laser scanned 3D datasets, called ScanView, to a global audience.



*Pointerra's ScanView technology provides world-first visualisation and workflow functionality*

ScanView generates a view of the 3D pointcloud dataset from the perspective of the laser scanner, resulting in the highest fidelity view possible of what the laser scanner saw and captured. The increasing accuracy and resolution of contemporary terrestrial laser scanners means that the point cloud is becoming

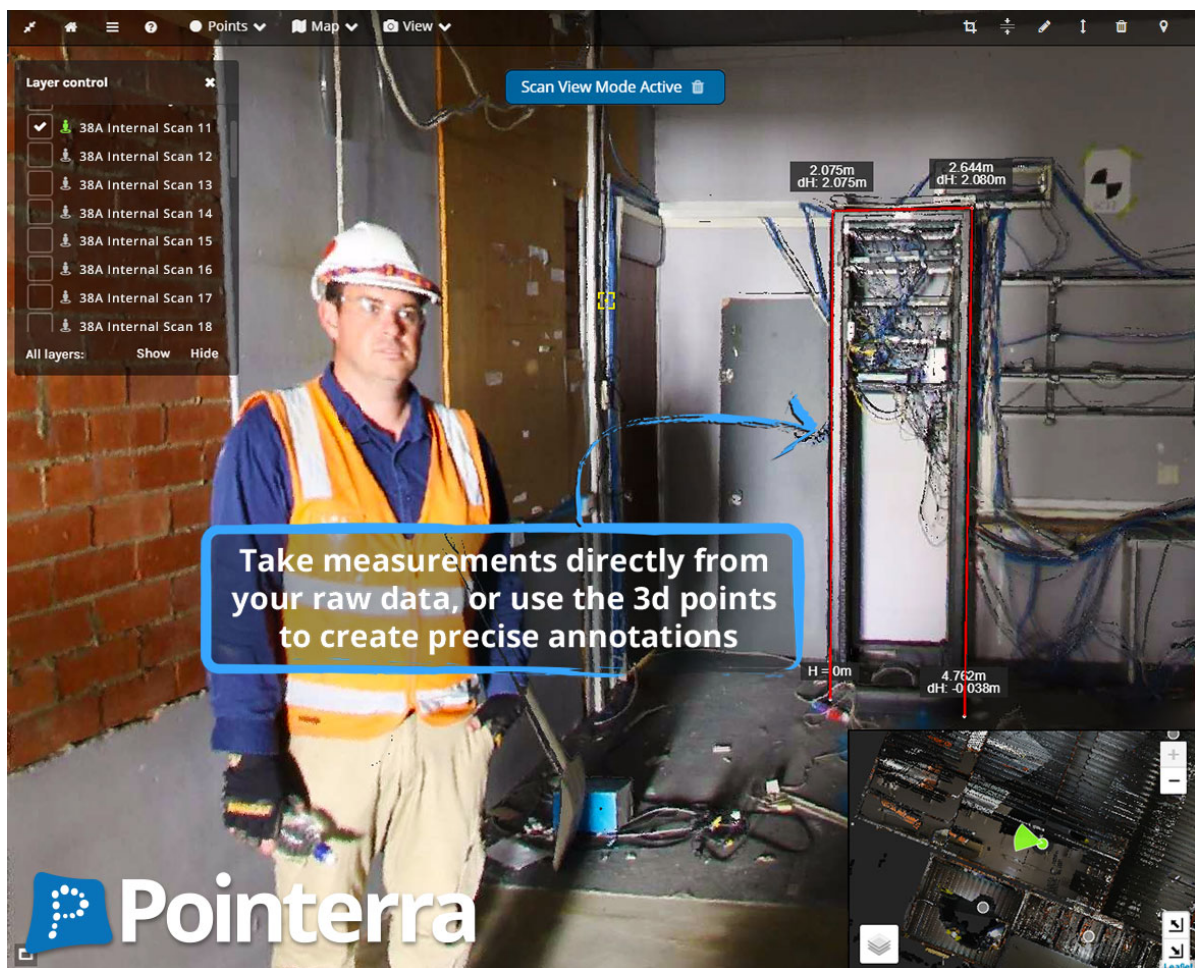


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increasingly photorealistic, as well as larger and more difficult to manage. Whilst there are existing web-based applications that use 360 degree photos to provide this single scan view, Pointerra's ScanView technology renders the actual coloured 3D points acquired by the scanner, delivering users the full fidelity and accuracy of the 3D dataset as captured by the laser scanner and in a photorealistic view.

The key differentiator between Pointerra's ScanView approach and other web deployed solutions is that they are photo-based and the user is locked into a "bubble photo" scanner-perspective view, unable to dynamically navigate to other perspectives or look at multiple scans merged together because they are looking at a photo rather than the 3D pointcloud dataset.

Pointerra's ScanView allows the user to easily transition in and out of the scanner perspective view and with the click of a button, toggle between a unified pointcloud view for dynamic browsing (comprising multiple scans) or the high fidelity photorealistic single-scan ScanView, all the while remaining in the point cloud itself.



*Pointerra's ScanView technology lends photorealistic rendering to point cloud data*



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## **Pointerra at INTERGEO**

INTERGEO is the world's largest annual conference and trade fair for geodesy, geoinformation and land management. With over half a million event website users and over 16,000 visitors from 92 countries at INTERGEO itself, it is one of the key platforms for geospatial industry dialogue around the world.

Pointerra previously attended INTERGEO in Hamburg in 2016 and the current conference brought together many of the global Tier-1 partners we have been working with over the past 12 months towards the aim of securing technology licensing deals. At INTERGEO 2017, Pointerra was able to progress a number of these pre-existing opportunities as well as establishing new end-user, reseller and technology licensing relationships, with ScanView being a significant differentiator.

## **Further Technical Enhancements**

In addition to the release of ScanView during September, Pointerra also deployed our 2<sup>nd</sup> generation data processing and storage technology into production. The PointerraCloud 2.0 engine introduces many new capabilities, including the ability for pointcloud datasets to contain multiple layers, the ability to merge new pointcloud data into existing datasets, and a greatly enhanced ability to track an individual point back to its source dataset file.

The new data format also future-proofs Pointerra's core technology with an ability to scale to pointcloud sizes far in excess of those currently being created by our customers. Pointerra has also continued to enhance existing API's (interfaces for 3rd party developers) to support a growing list of partners and customers that are seeking to integrate Pointerra's 3D data technology into their existing products and workflows. Providing a rich set of API's is a strategic focus for Pointerra, particularly in supporting the acquisition of Tier-1 enterprise customers and technology licensing agreements.

## **Corporate & Investor Relations**

During September, Pointerra signed an investor marketing services mandate with Canary Capital. Canary Capital will be assisting the Company with investor relations and corporate advisory services. Canary Capital have published a review on Pointerra on their website: <https://canarycapital.com.au/pointerra/>.

During August, Pointerra presented at the Mac Equity Iconoclasts conference, a half-day investor conference held in Western Australia. As part of this presentation, Pointerra's Managing Director Ian Olson was interviewed on the outlook for the Company. This interview can be viewed at Pointerra's YouTube channel <https://youtu.be/HuqDaDMk--k> along with an earlier interview by Marc Kennis of TMT-Analytics <https://youtu.be/x4IUJhXkHas> who has also produced research on the Company <http://www.tmt-analytics.com.au/pointerra.html>.

**ENDS**



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For more information, please contact:

**Ian Olson**  
**Managing Director, Pointerra**  
+61 417 998 328  
[ian.olson@pointerra.com](mailto:ian.olson@pointerra.com)

**Erik Bergseng**  
**Canary Capital**  
+612 8052 9519  
[ebergseng@canarycapital.com.au](mailto:ebergseng@canarycapital.com.au)

**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. Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution. [www.pointerra.com](http://www.pointerra.com)*