

ASX release



NEARMAP DELIVERS COMMERCIAL IMAGERY BASED ON HYPERCAMERA2

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Technology Leadership

Consistent with delivering on the third of Nearmap Limited's (ASX:NEA) key priorities for FY16 – maintaining technology leadership – the Company is pleased to announce the first availability of commercial imagery from HyperCamera2 was completed in June. The HyperCamera2 capture system was launched in April in the United States and has since been used to capture seven major cities including San Francisco, Los Angeles, Las Vegas and Denver.

Benefits of HyperCamera2 to Nearmap's Customers

Earlier in 2016 Nearmap introduced its third generation capture system - HyperCamera2. This new system has a clear benefit to the business. The system allows Nearmap to capture, process and publish 3D models of what is on the ground. This adds value to customers who use these models in their planning, assessments and quoting. An example is in the solar industry where roof slopes and shading are used in automatic generation of quotes and in calculating performance of residential solar systems. The HyperCamera2 system provides a broader offering to customers, adding oblique and 3D capabilities. These products complement Nearmap's existing orthogonal imagery and data tools.

HyperCamera2 provides substantially lower capture costs than existing systems, with a coverage efficiency up to 5,000km²/day at 5cm Ground Sampling Distance. Image delivery times will continue to be reduced with the new system, strengthening Nearmap's competitive advantage. The new technology is designed to open new market opportunities for Nearmap, drive additional profitable revenue growth and extend the Company's technology market leadership position. Revenues are expected to begin in FY17.

Nearmap enhances software architecture

Delivery of commercial imagery from HyperCamera2 also required Nearmap to enhance its proprietary automated software processing of imagery. This software has been developed in-house, leveraging Nearmap's substantial innovation skills and expertise. It is the combination of the HyperCamera2 capture system and the automated software processing that enables Nearmap's unique subscription service. Without the software processing, it can take months to publish the output from surveys. The technology forms part of the Company's intellectual property portfolio and enjoys patent protection in all major jurisdictions.

About Nearmap

Built around proprietary PhotoMaps™ aerial imagery technology, Nearmap is a visual analytics company with a focus on empowering businesses with timely and reliable information on which to make decisions quickly and with confidence. Our breakthrough technology enables imagery to be updated much more frequently than other providers. With populations of multiple countries covered regularly, Nearmap is changing the way governments, companies and communities see their world.

Further Information

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HyperCamera2 scales to High Productivity Country-wide Capture

The HyperCamera2 architecture and software processing system is designed to scale to high productivity and ultimately country-wide capture. In calendar year 2017, the HyperCamera2 based architecture is planned to improve coverage efficiency up to 20,000km²/day. And in 2018, this will scale to 50,000km²/day to enable efficient captures of very large areas, for example the state of California could be captured and published in a little over a week.

These products are supported by Nearmap's scalable global platform allowing our customers to consume our content via a subscription service.

Nearmap looks forward to developing and deploying new technologies to add increasing value to customers and extend its market leadership.

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About Nearmap

Nearmap empowers both government agencies and commercial businesses with spectacular, high-resolution, frequently updated aerial imagery. Nearmap's breakthrough technology creates PhotoMaps™ of unparalleled quality that are updated multiple times per year, helping businesses make decisions quickly and with confidence. Nearmap users save time and money with reduced site visits, efficient planning and improved access. For more information, visit <http://www.nearmap.com>