

# CLOSE ENOUGH ISN'T GOOD ENOUGH.

Mapcodes are *easy addresses* for *everywhere*.



## INTRODUCING MAPCODES

Mapcodes are an international, open-source means of assigning every place on earth its own alphanumeric code as short as four to seven characters ... with the accuracy of GPS coordinates! They even work for places that don't have normal physical addresses (e.g. *that* gate on the unnamed road in the middle of nowhere).



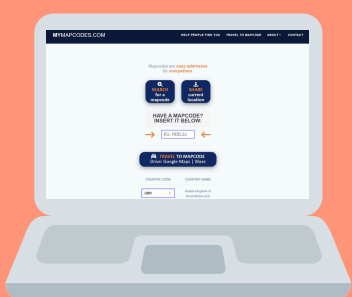
## SO WHAT DOES A MAPCODE LOOK LIKE?

This is a mapcode: GBR **KH.BB** [that's for the London Eye incidentally - but mapcodes already exist for *everywhere*] In Great Britain, all you need is **KH.BB** to navigate directly to that exact location. Anywhere else in the world, it'll work the same ... just with your country's short code replacing GBR.



## SO IS IT JUST SHORTER?

Physical addresses simply aren't accurate. You also only get one per place, but with mapcodes you can get as many as you need, for *exactly* where you need (e.g. the closest shopping mall parking entrance to a store, your office's visitors' parking bays, or wherever your car has broken down on the side of the road). Easily write mapcodes down, put them on a whiteboard with the day's scheduled deliveries, in a social media message, on a business card, share them over the phone or in an e-mail signature ... shorter has never been this much *better*.



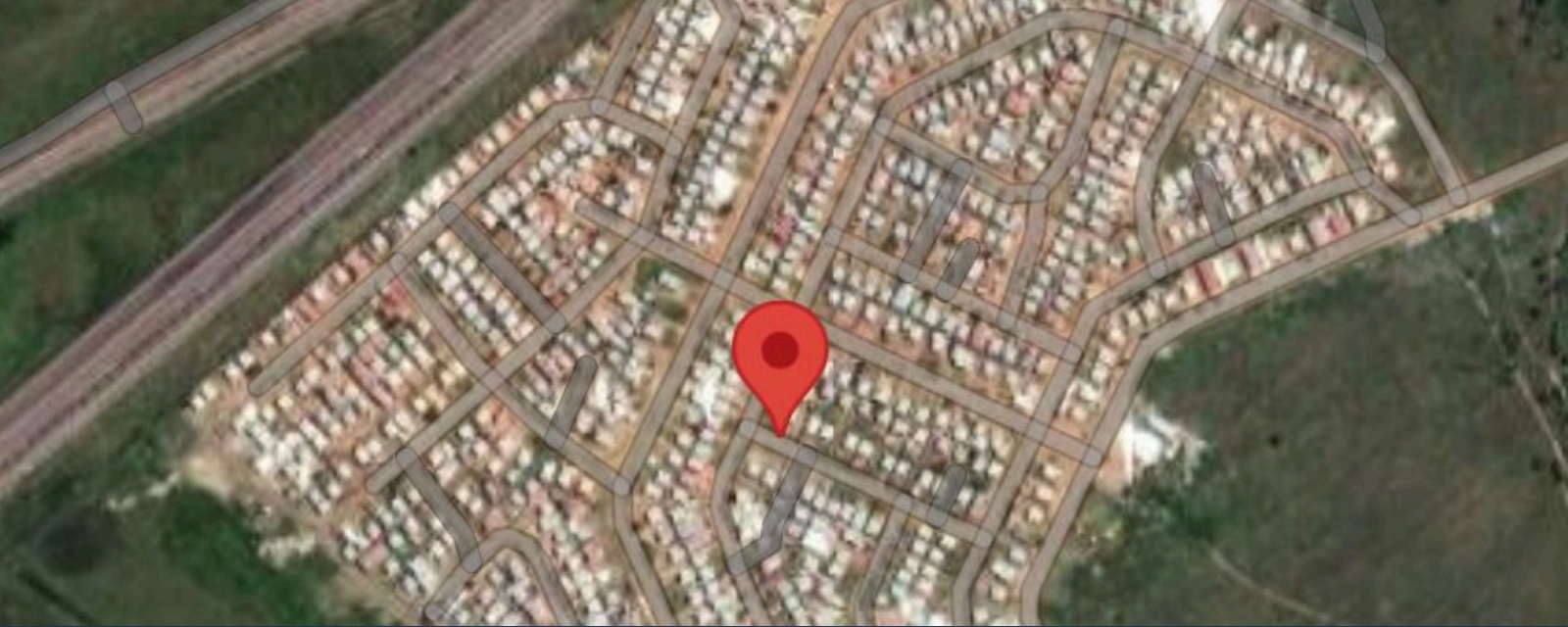
## BUT WAIT, IT GETS EVEN BETTER...

"If only there was an easy way I could use mapcodes", right? There is! Visit [www.mymapcodes.com](http://www.mymapcodes.com) to do everything you need to: get mapcodes, see mapcodes on a map, or share links to easily drive to them (using Google Maps or Waze).



## CURIOUS? GIVE US JUST FIVE MINUTES

Words are one thing, experiencing it is something way more intuitive. On the next two pages, that's exactly what you'll be doing!



# DON'T TAKE OUR WORD FOR IT

This is where you try it out for yourself.

# 1

## HERE'S THE SCENARIO

You need to send a truck into the middle of nowhere. Ok not *nowhere* exactly ... but one of the remotest sides of India: Changthang Plateau, Ladakh. The exact location is just on the side of the road, and has no physical address.

# 2

## WHAT ARE YOUR OPTIONS?

You could always send your driver the GPS coordinates:  
33°57'50.0"N 78°12'09.8"E

Good luck if you have to try read that out over the phone, though. Or write it down for your driver. Or include it in a list of location pins you send to your driver's cellphone.

# 3

## OK, SO WHAT'S THE MAPCODE?

You knew that's where this was going. Clever you. And you weren't wrong. Your mapcode for *exactly* there is **27KJ.N3H**. Technically there's also the 'IND' India country code, but your driver won't need that in India. It's also worth noting that this is a relatively 'long' mapcode because it's so remote: an urban hub like New York City will tend to have four-character mapcodes.

# 4

## SEE FOR YOURSELF

Please don't just take our word for it. Here's the link you'd have gotten while generating that mapcode above, which offers a number of easy one-click solutions - from driving directly to the mapcode via Google Maps or Waze, to seeing directions or simply opening a map: <https://www.mymapcodes.com/go/?t=IND&ma=27KJ&mb=N3H>



## BONUS FACT

Did you know: Mapcodes were developed in 2001 by Pieter Geelen and Harold Goddijn, soon after the GPS satellite signals were opened up for civilian use. It was decided to donate the mapcode system to the public domain in 2008. The algorithms and data tables are maintained by the Mapcode Foundation. ([Click for more background](#))

YOUR MAPCODE IS:

**KB.2R**

COUNTRY CODE

COUNTRY NAME

AU-NSW

New South Wales  
CHANGE COUNTRY

SHARE MAPCODE



Click *share* to help people drive here:

<https://www.mymapcodes.com/go/?t=AU-NSW&ma=KB&mb=2R>

## NOT YET CONVINCED?

It's time for you to create your first mapcode!

1

### LET'S OPEN A BROWSER

This is the easiest part. Just click here:  
[www.mymapcodes.com](http://www.mymapcodes.com)

*No need to search for an app or install anything complicated. MyMapcodes.com just works.*

2

### YOU HAVE TWO CHOICES

If you're viewing [www.mymapcodes.com](http://www.mymapcodes.com) on your phone or tablet, the quickest solution is to click on 'Share current location'. Alternatively, if you're doing this from a desktop computer, click on the 'Search for a mapcode' option, then search for anywhere via a place name, street address or even GPS coordinates, and a list of options will be returned for you to click on. So far, so familiar.

3

### HERE COMES THE MAGIC

Ok, so you've already got a mapcode. That was easy. But now click on the 'View on map' button under your mapcode for a map and a little red marker showing your mapcode's location. Drag the red marker somewhere interesting: a gate, a preferred entrance, an unnamed corner ... basically, *exactly* where you need it. Then click 'Confirm Position' and your mapcode will update to your exact new location.

4

### YOU DID IT!

Look at you go! There's your very first mapcode. And from here, you can easily share it using the 'Share mapcode' button (this works exactly like you'd expect on your cellphone). Or even get help pronouncing it in the NATO phonetic alphabet. Because maybe one day you'll need that in a Zombie invasion, or simply to ensure you're heard clearly in a situation when every second counts.



### HOW WAS THAT FOR YOU?

Just visit [www.mymapcodes.com](http://www.mymapcodes.com) and click on 'Contact' to send us a message. [Or click here.](#) Whether you just have a question, an interesting story to share, or are interested in a business solution (e.g. customised branding or systems integration), we're keen to chat!