

3 PALABRAS PARA DAR DIRECCIONES AL MUNDO

Clare Jones

 **@what3words**

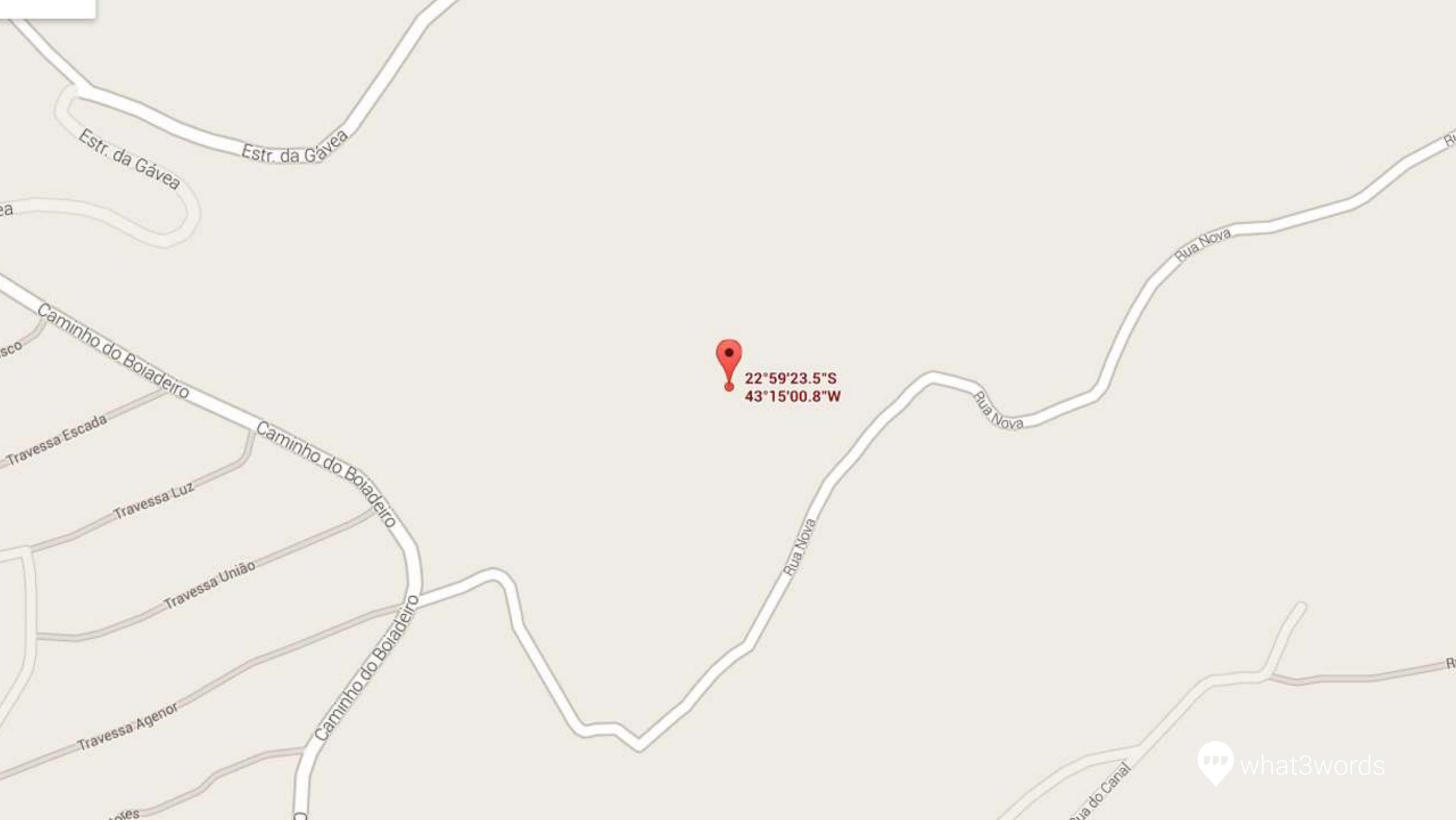
EL 75% DEL MUNDO TIENE SISTEMAS DE DIRECCIONES
DEFICIENTES O INADECUADOS

~~*~~
end

4

195
15

AMHIS
0-10800
S-0100
H 01404



22°59'23.5\"S
43°15'00.8\"W



what3words





4 MIL MILLONES DE PERSONAS
NO TIENEN UNA DIRECCIÓN

HOUSE N^o

E 193
15

EL SISTEMA DE DIRECCIONES POSTALES ES
COSTOSO Y CONSUME MUCHO TIEMPO

AMHIS

C-10800

S-01000

H-01400

BLK

54

EL SISTEMA DE DIRECCIONES BASADO EN PUNTOS DE REFERENCIA NO SE PUEDE AMPLIAR



“Desde el cementerio de Tibas, camina 200 metros hacia el sur, luego 300 metros hacia el oeste, cruza las vías del tren, y ahí verás la casa blanca de dos plantas.”

Costa Rica

A wide-angle landscape photograph showing a geothermal area. In the foreground, there is a field of green moss and rocks. In the middle ground, several small, modern buildings with large windows are visible. In the background, a large, dark, rocky mountain (a volcano) is partially covered in snow and has a plume of white steam or smoke rising from its summit. The sky is a mix of blue and grey, with some wispy clouds.

EN EL 25% RESTANTE, LAS DIRECCIONES DEFICIENTES
SON COSTOSAS Y FRUSTRANTES











cascada sol del mayo



We could not find *cascada sol del mayo*

Make sure your search is spelled correctly. Try adding a city, state, or zip code.

[Add cascada sol del mayo to Google Maps.](#)

[More Google search results for *cascada sol del mayo*](#)



@what3words



what3words
addressing the world

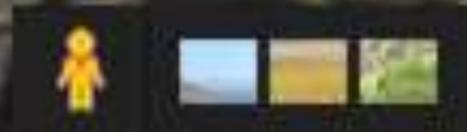


Google





Google



NEWS

Lost tourist finds fame after Iceland GPS mishap

3 February 2016

Share



Jakob Gleby

The bemused American tourist accidentally drove to the village on Iceland's northern coast

LAUGARVEGUR & LAUGAVEGUR

Laugarvegur, 580 Siglufjörður, Iceland

Laugavegur, Reykjavík, Iceland

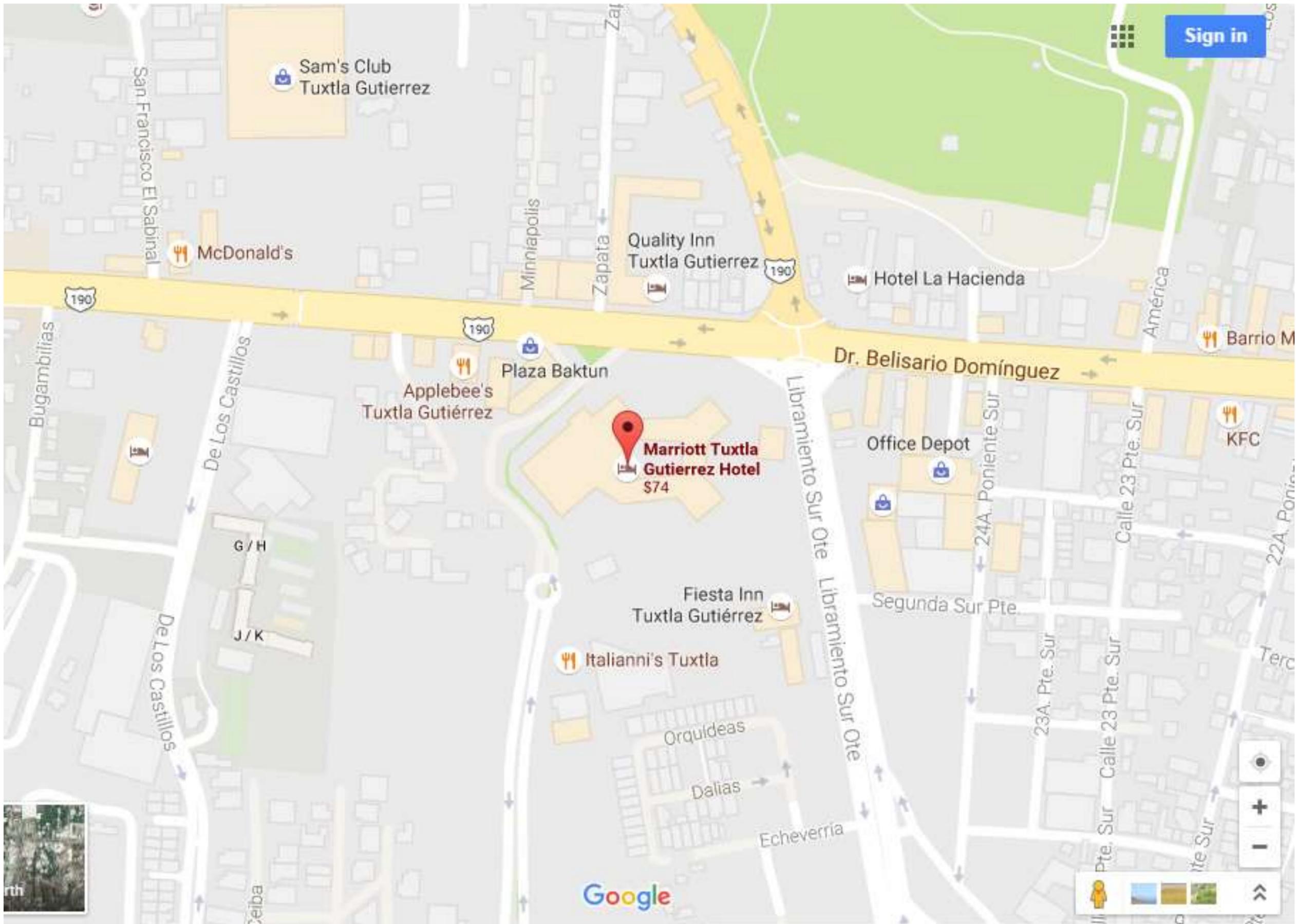
Leave now

OPTIONS

Send directions to your phone

via Þjóðvegur 4 h 45 min
4 h 45 min without traffic 385 km
⚠ This route has tolls.

[DETAILS](#)



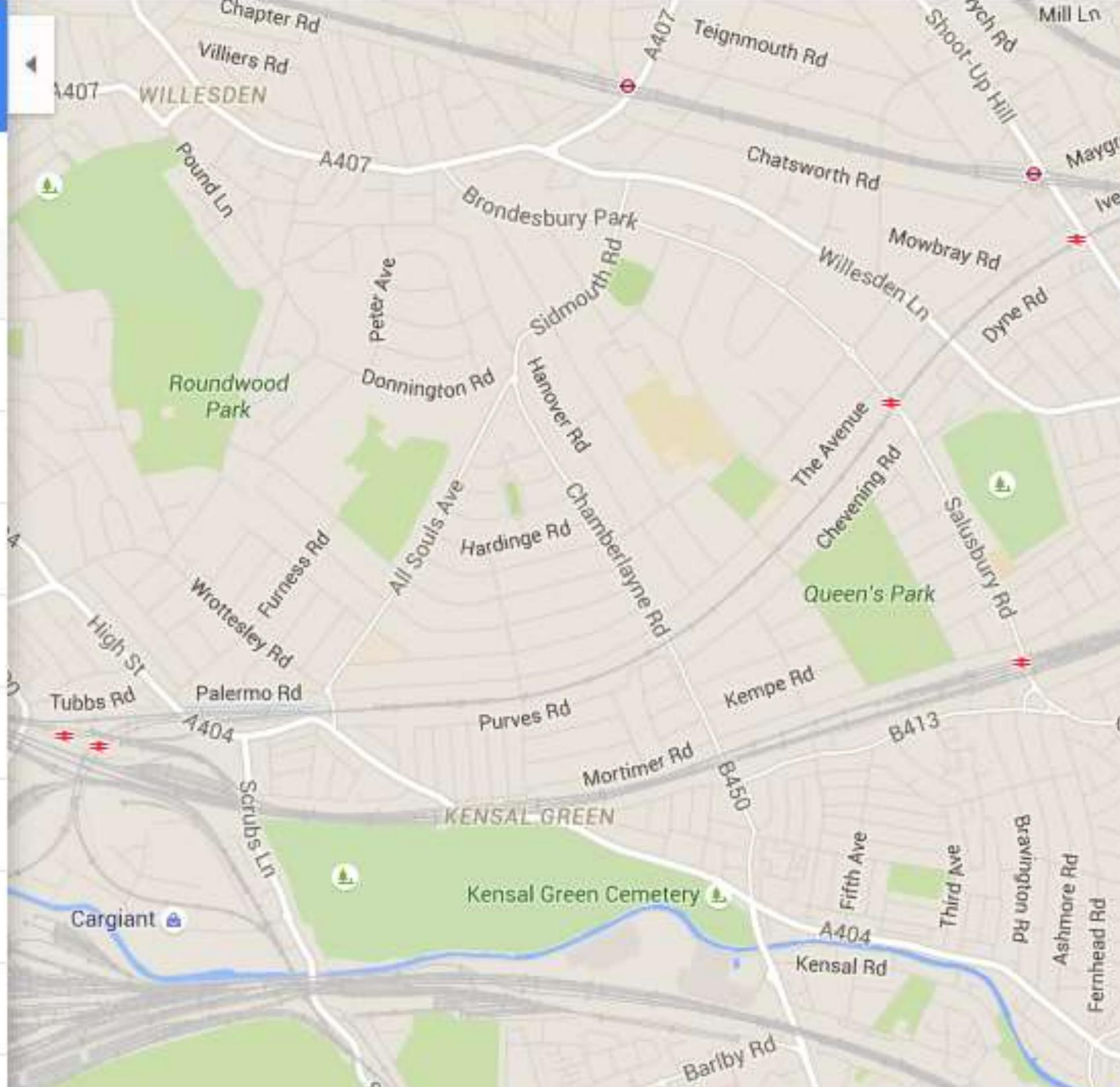


church road london



Did you mean:

- Church Road, London NW4
- Church Road, London SW19
- Church Road, London
- Church Road, London W3 8PU
- Church Road, London
- Church Road, London N6 4QH
- Church Road, London W7
- Church Road, London N1 2BF
- Church Road, London, Teddington



LAS DIRECCIONES DEFICIENTES CAUSAN UN IMPACTO MASIVO



Humanitarian Aid



Navigation



Delivery



Government



Sport & Exploration



Mapping



E-commerce



Travel



Socialising



Taxis



Property Search



Festivals & Events

LAS DIRECCIONES DEFICIENTES CAUSAN UN IMPACTO MASIVO



22m hours lost abroad



80% calls at festivals "where are you?"



1 mile/driver=\$50m

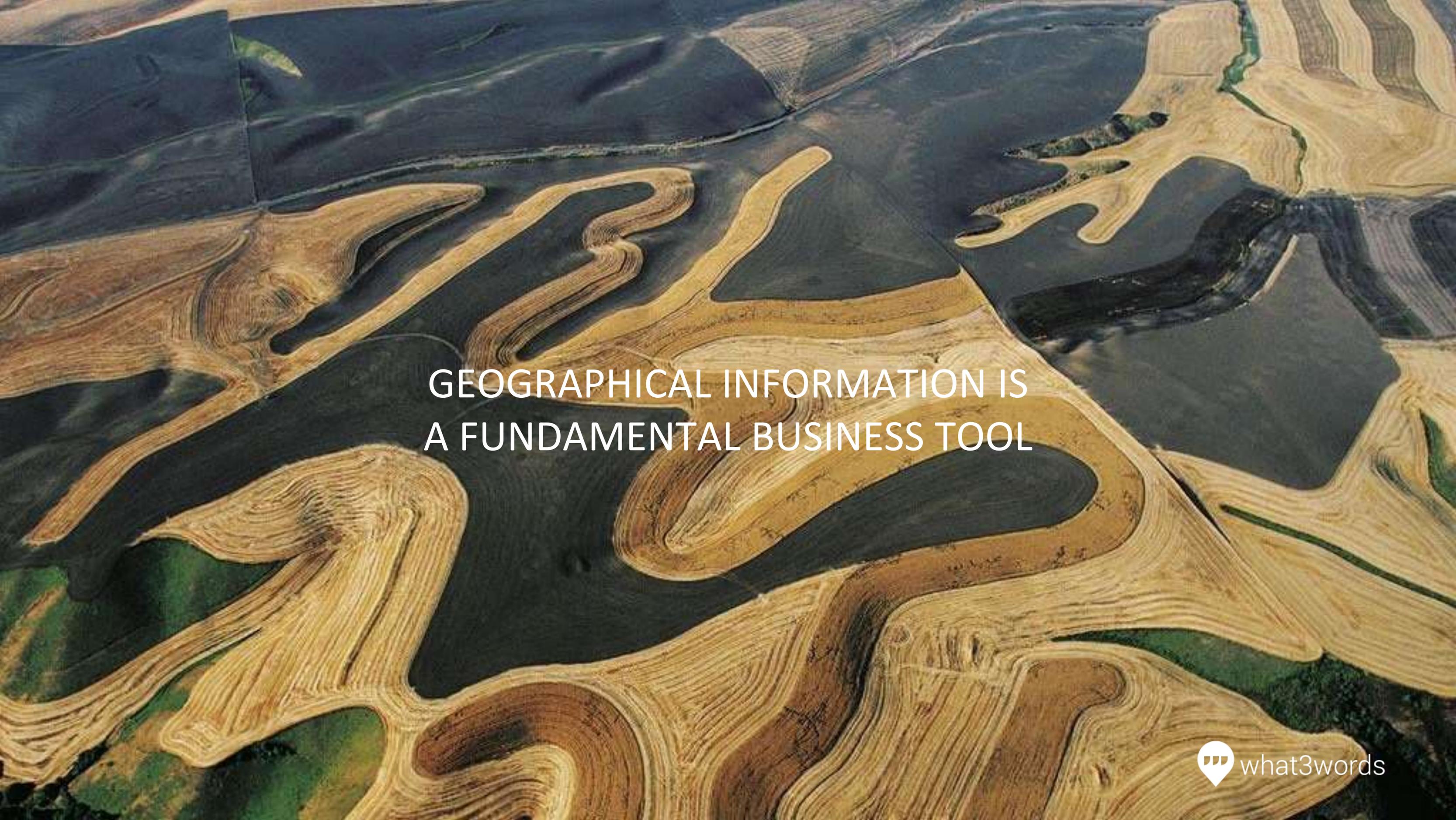
COLOCAR UN MARCADOR RESULTA EFECTIVO PARA LOS SISTEMAS DIGITALES PERO NO ES FLEXIBLE



@what3words



what3words
addressing the world

An aerial view of a topographic map. The map features a complex network of contour lines in various shades of brown, tan, and yellow, indicating different elevations. The background is a dark, muted blue-grey color. The overall appearance is that of a detailed geographical representation of a landscape.

GEOGRAPHICAL INFORMATION IS
A FUNDAMENTAL BUSINESS TOOL

**Los pares de coordenadas de latitud y longitud son
excelentes para las máquinas ... pero **ineficaces para las personas****

25° 9' 40.918" S 18° 59' 2.824" E

**Los errores que se cometen al tratar de entender, transcribir y comunicar
latitudes o longitudes provocan que su uso extendido sea inaccesible**





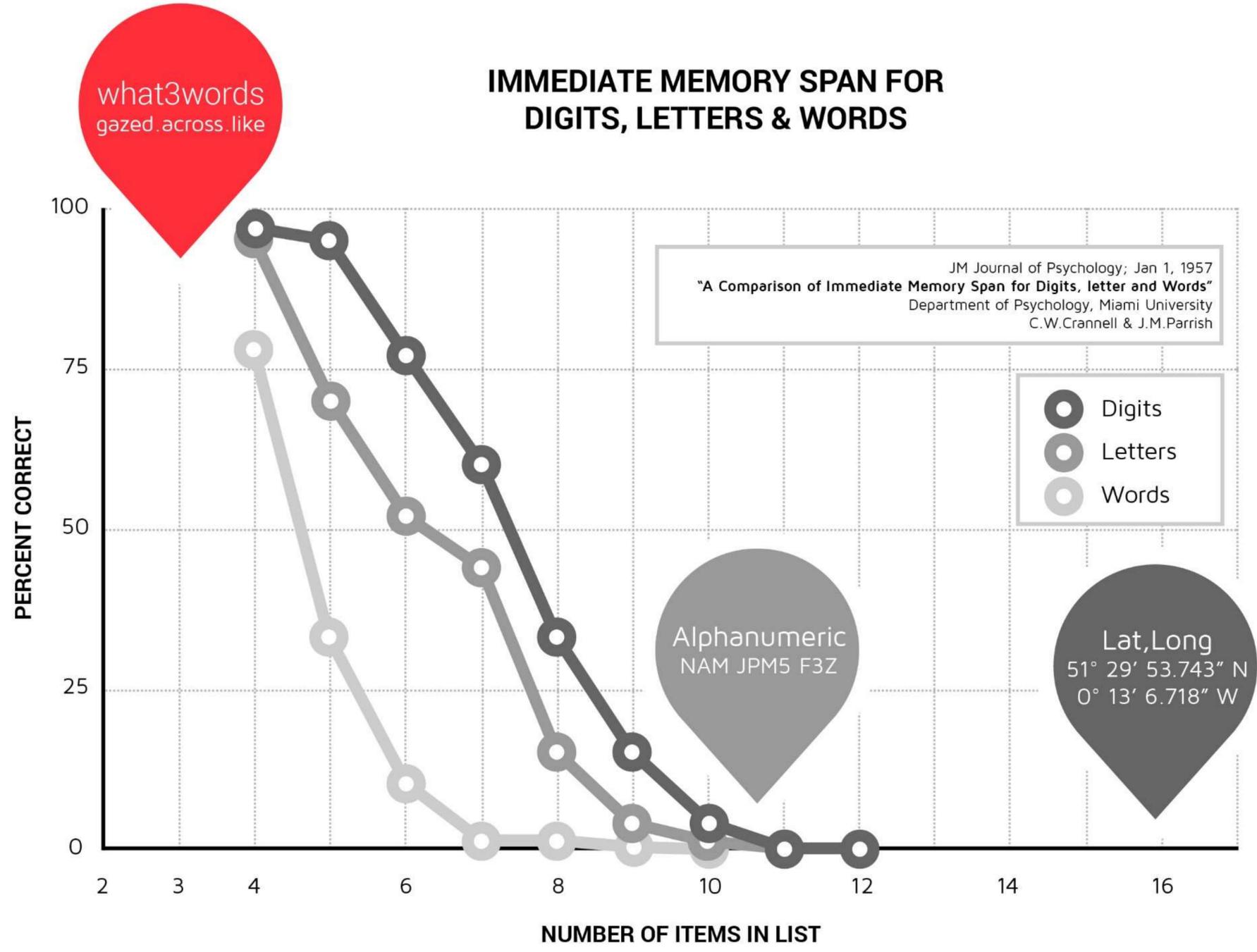


es una **cuadrícula de 3 metros x 3 metros** del mundo
conformada por **57 billones** de cuadrados,
con una **dirección exclusiva de 3 palabras** para cada cuadrado

A cada cuadrado de 3 metros x 3 metros del mundo se le ha asignado una dirección de 3 palabras



3 palabras son mucho más fáciles de **recordar**, su **sonido es familiar** y se pueden **utilizar** a diario, en comparación con el par de latitud y longitud o el código alfanumérico de la cuadrícula.



Idiomas actuales de las tres

palabras:

- Inglés
- Francés
- Español
- Portugués
- Ruso
- Alemán
- Swahili
- Turco
- Sueco
- Italiano

Próximamente:

- Árabe
- Noruego
- Polaco
- Griego
- Hindi
- Bengalí
- Hausa
- Yoruba
- Igbo

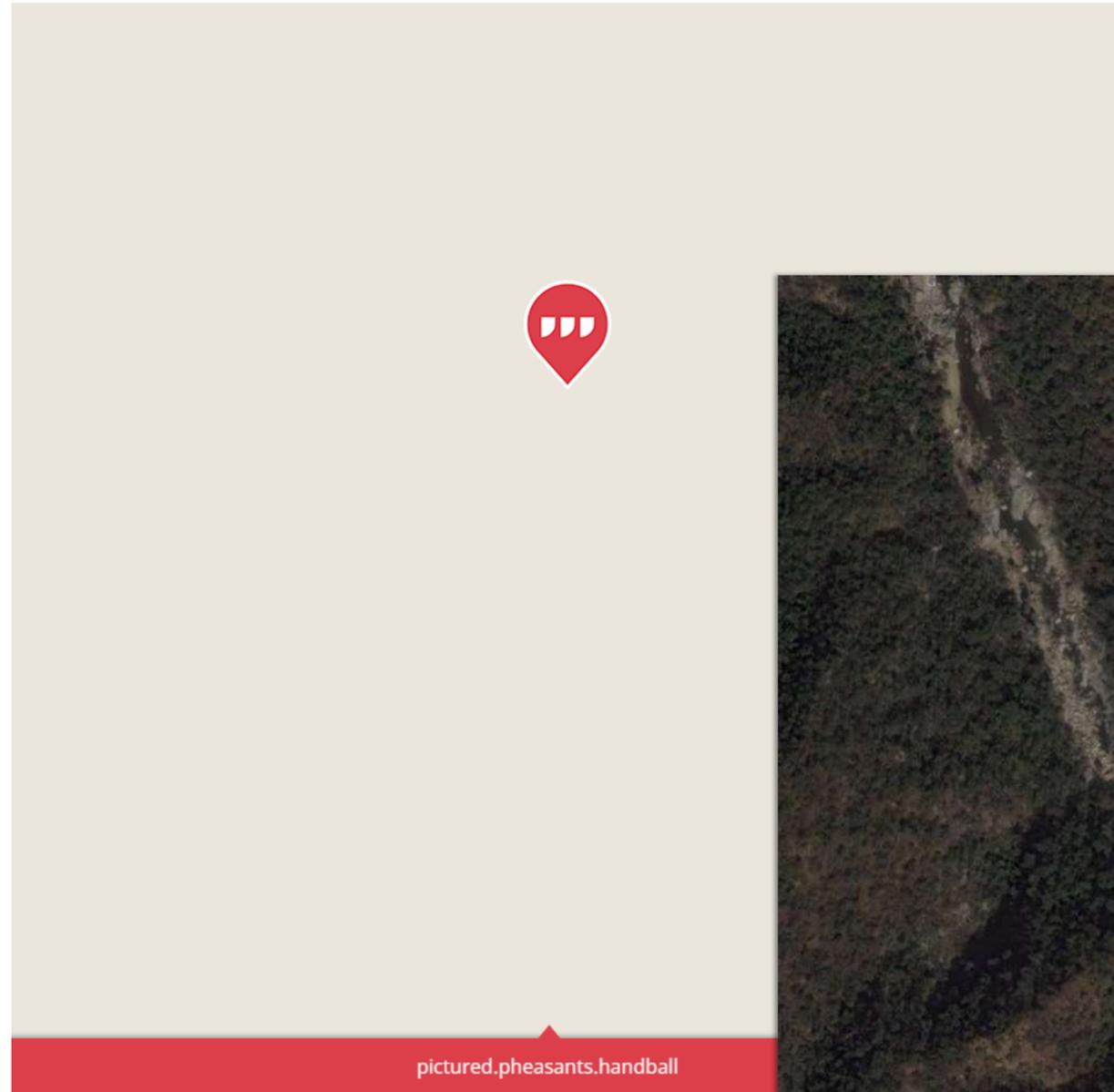
y más...



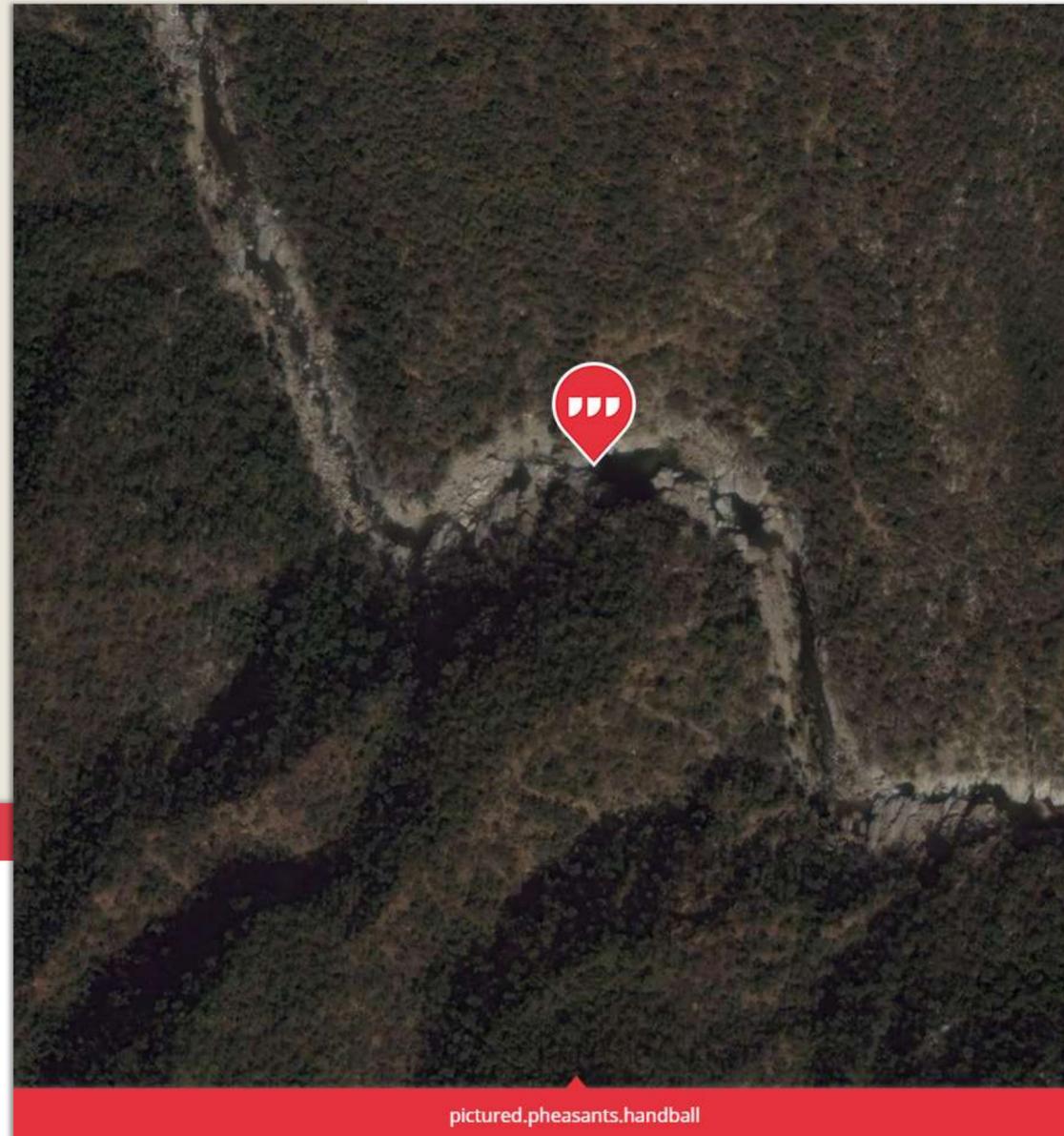
CASCADA SOL DEL MAYO, MEXICO

GPS: 23.498612, -109.794387

pictured.pheasants.handball



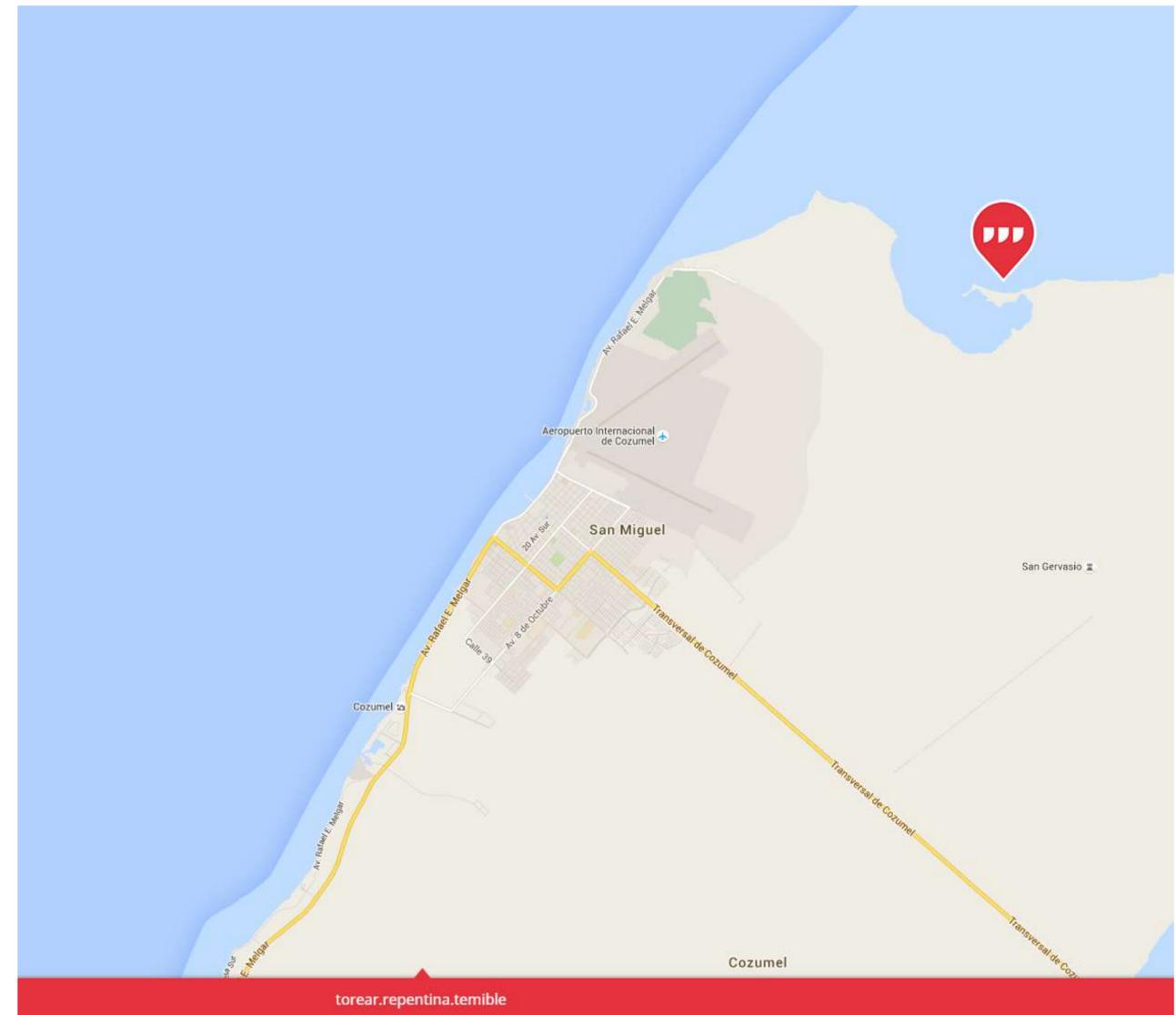
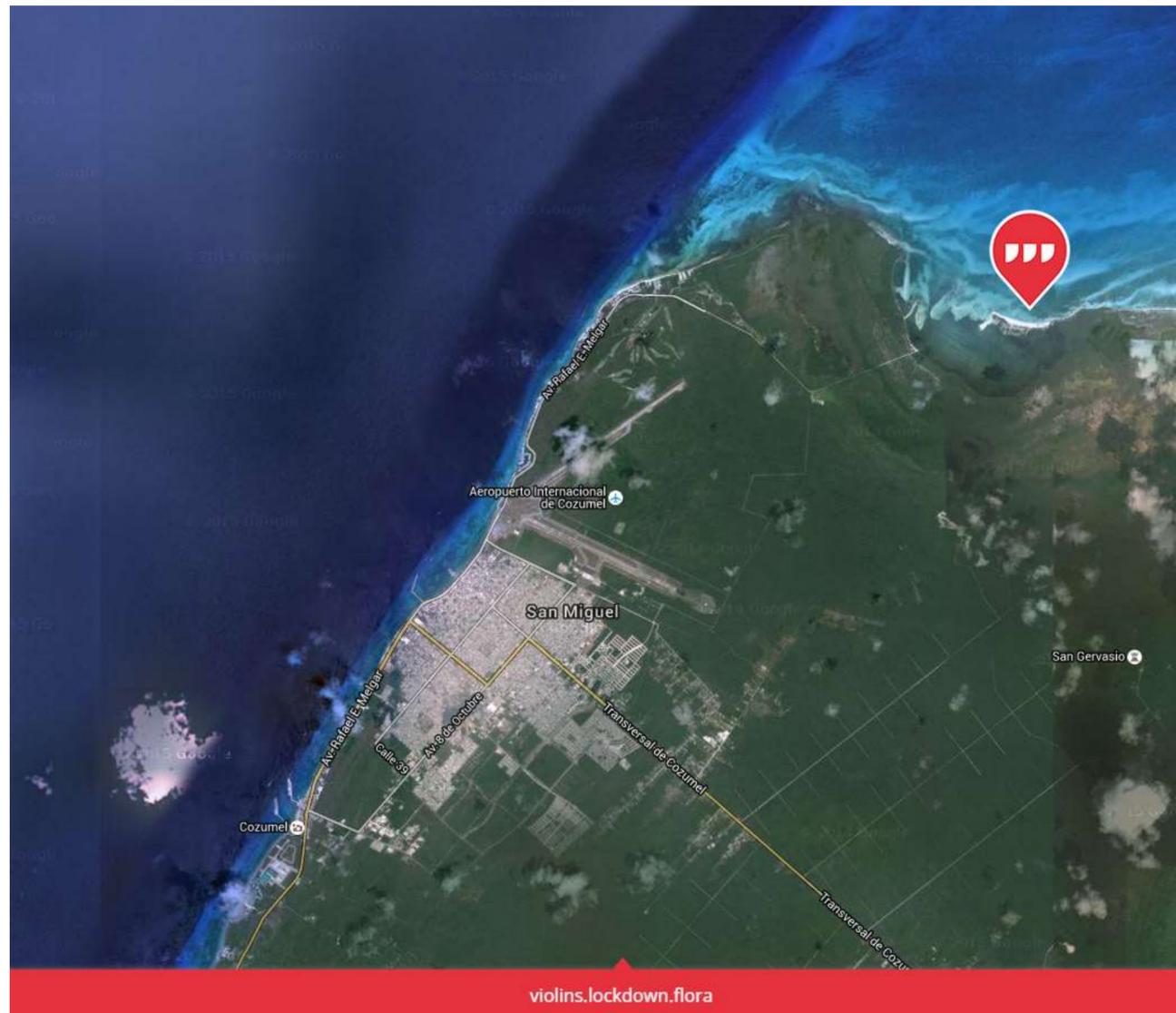
GOOGLE MAPS VIEW



GOOGLE SATELLITE VIEW



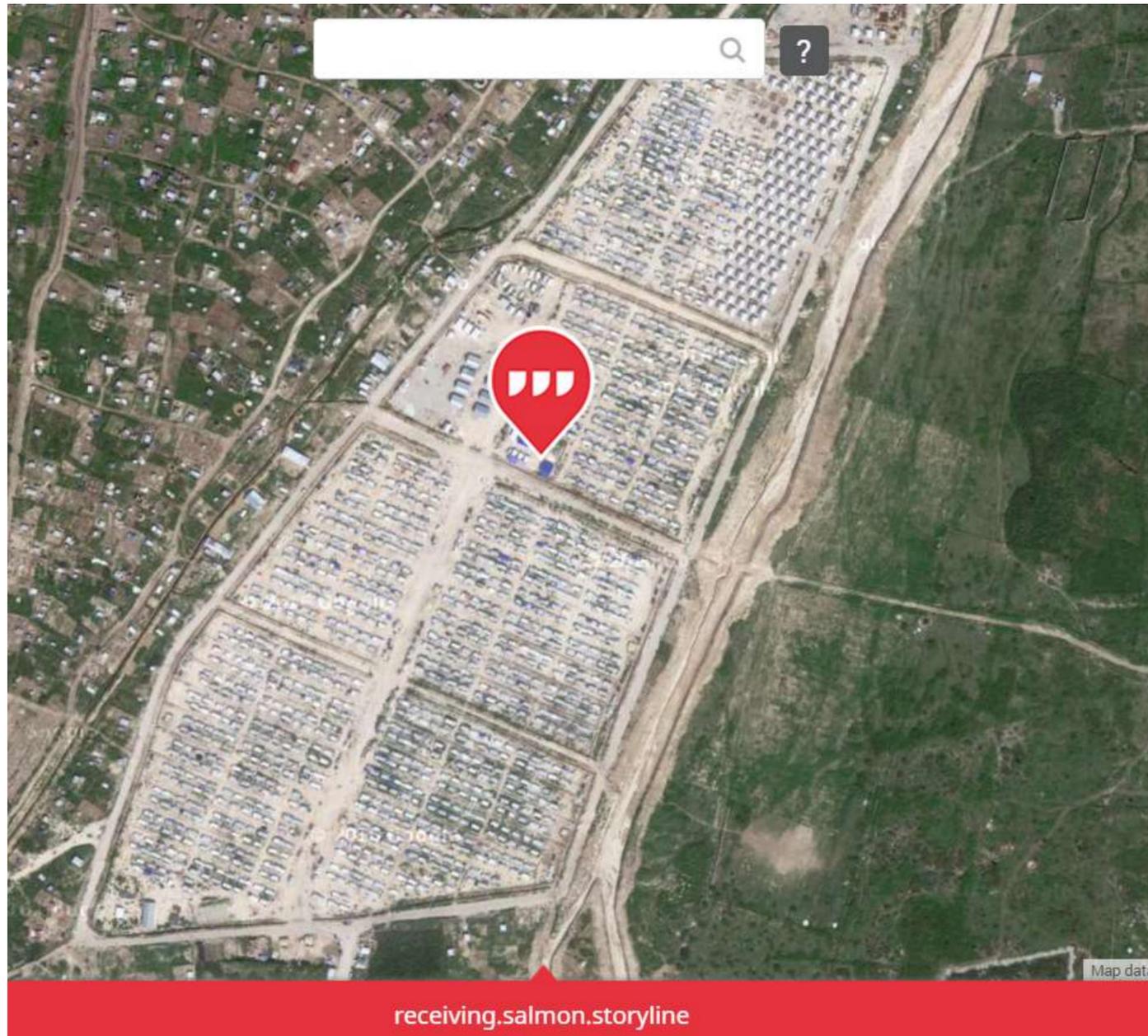
LAS DIRECCIONES SE PUEDEN CONVERTIR ENTRE IDIOMAS Y COORDENADAS DE GPS



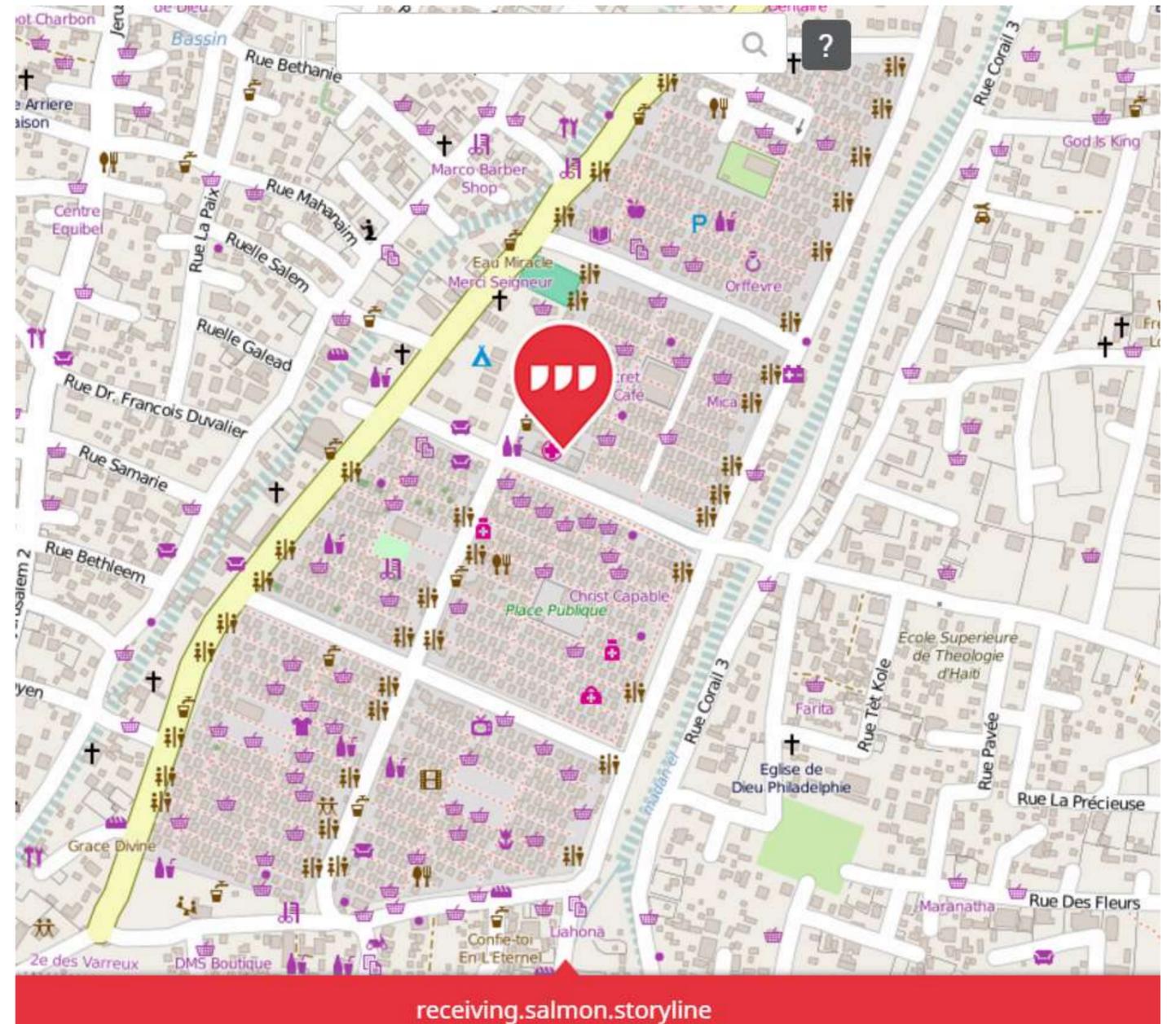
 `violins.lockdown.flora`

 `torear.repentina.temible`

GPS: 20.549467, -86.862444



Port-au-Prince, Haiti

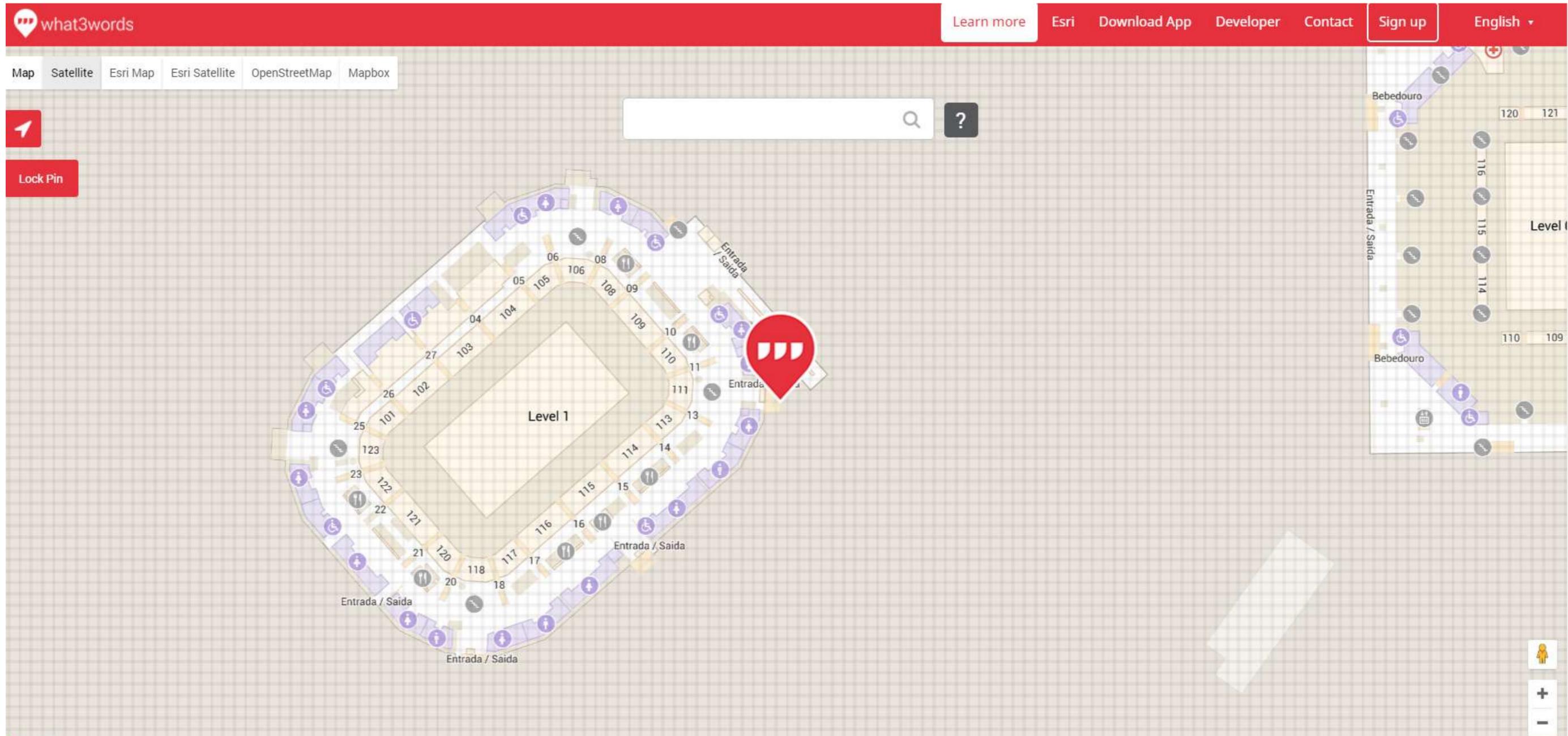


 receiving.salmon.storyline

 quasi.pleurer.blanchir

GPS: 18.656061, -72.251096

THE OLYMPIC PARK, RIO 2016

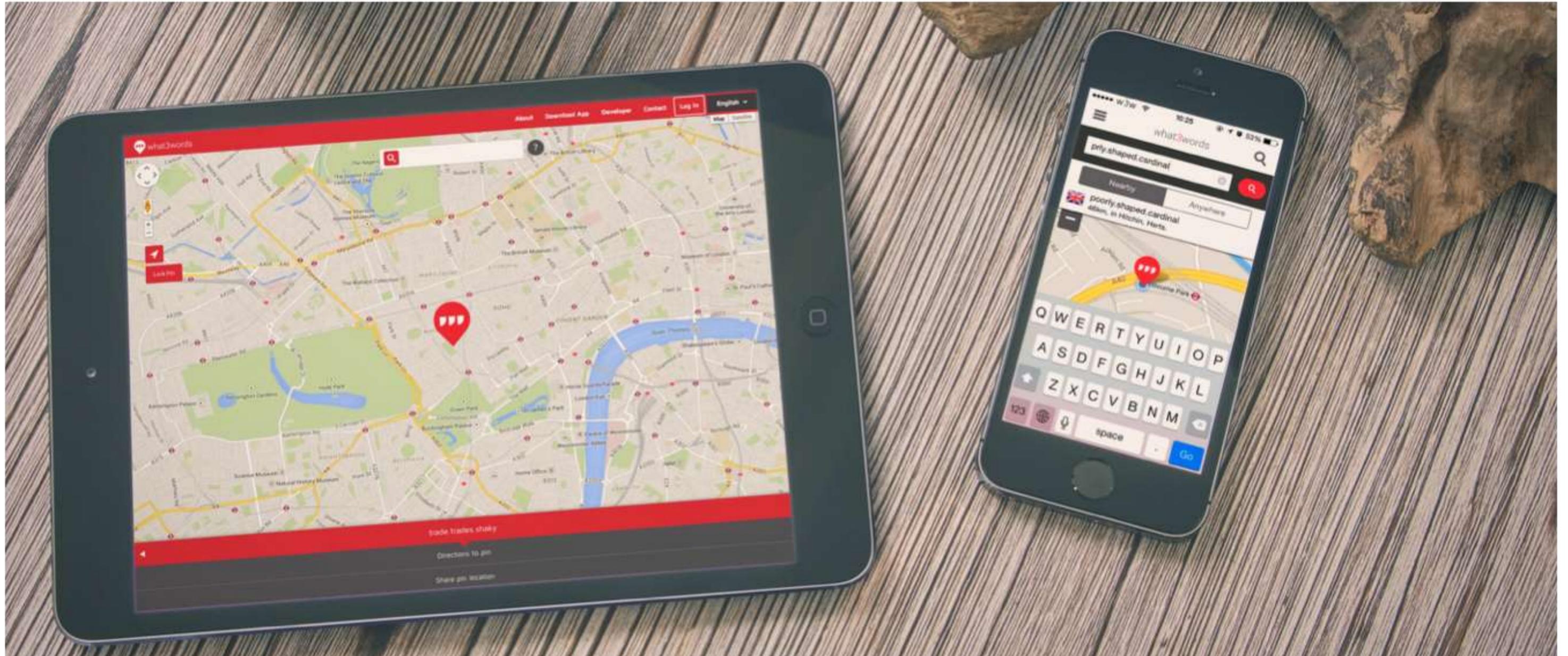


Aquatics stadium, one entrance: [craters.wool.jeep](#)
Aquatics stadium, second entrance: [carbon.padding.puddles](#)

Entrance to Carioca Arena: [packets.tourist.tile](#)
First aid in Carioca Arena: [pasta.slab.doctors](#)

Entrance to the tennis: [makes.jazz.rumbles](#)
Velodrome entrance: [require.extreme.bikers](#)
Poolside at the water polo: [forgiven.milder.dragon](#)
Handball entrance, Future Arena: [gets.gravy.thankful](#)

NUESTRAS APLICACIONES SON GRATUITAS EN IOS Y ANDROID, Y FUNCIONAN SIN CONEXIÓN



Web API



Code Libraries



iOS & Android SDK

NUESTRA API CONSISTE EN DOS LÍNEAS DE CÓDIGO PARA LOGRAR UNA INTEGRACIÓN SENCILLA Y UNIVERSAL

[what3words](#)[API & Docs](#)[Code Libraries](#)[SDK](#)[Tools & Assets](#)[Support](#)[Sign up for API](#)

Develop with what3words

We love developers who integrate what3words into their applications, and we want to make this as easy as possible. If you don't find what you need, then please let us know.

[Sign up for API Key](#)

Web API

You can use our web API to be up and running with



Code Libraries

You can use our code libraries to make it that bit



iOS & Android SDK

You can install what3words directly in your app with

Y UTILIZADA POR PERSONAS EN MÁS DE 170 PAÍSES

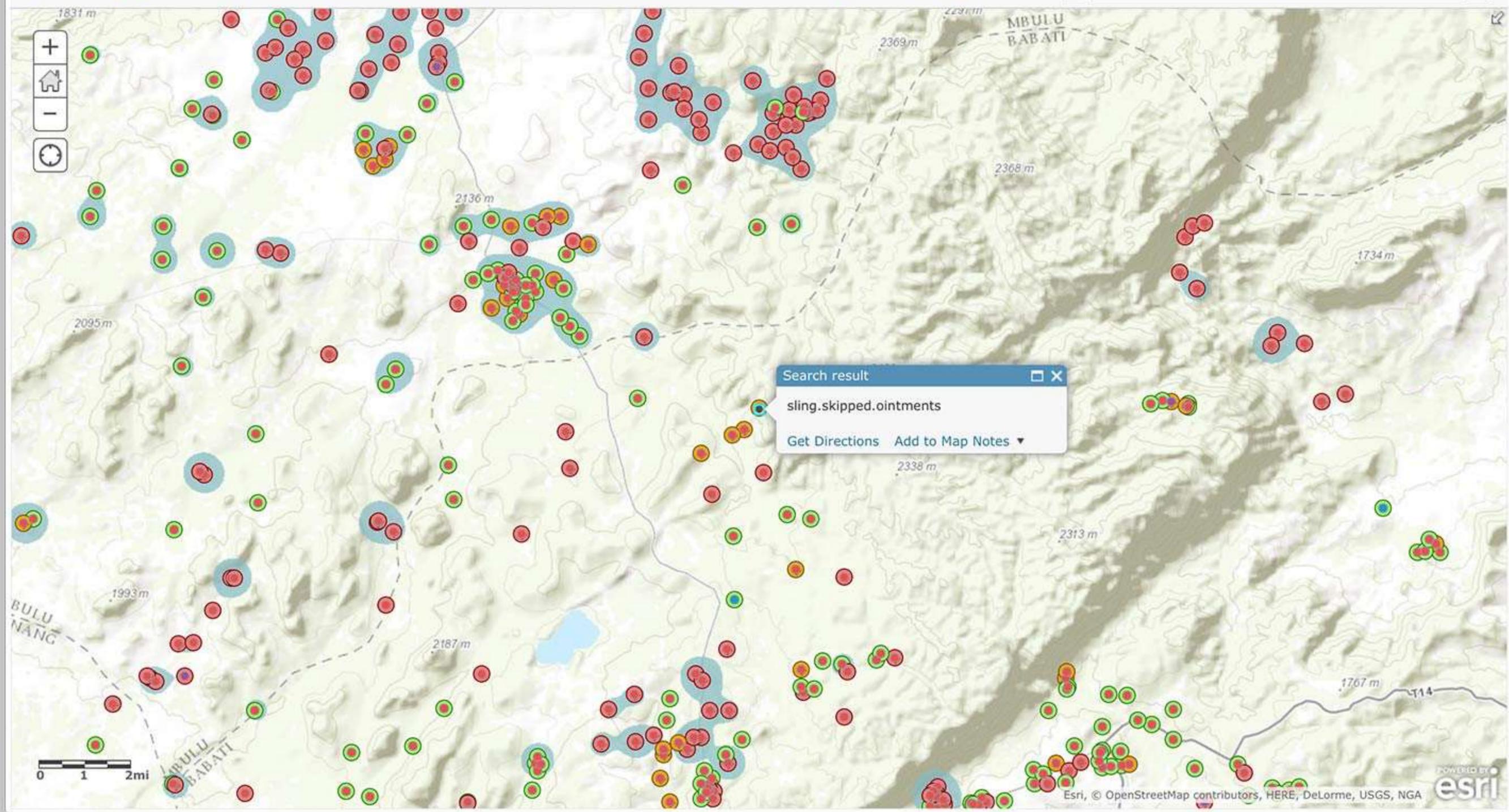


UNITED NATIONS



INTEGRADA A LA INFRAESTRUCTURA GIS





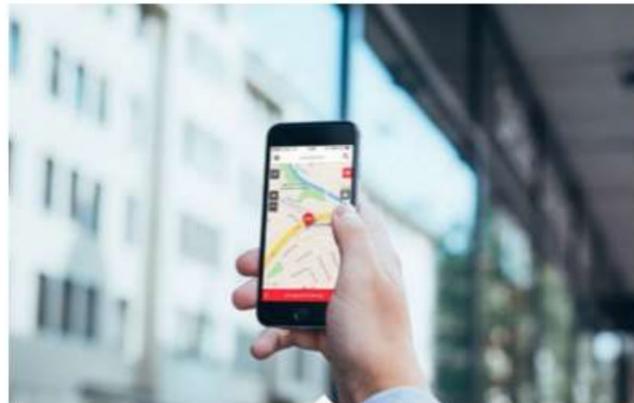
- river, lake, mountain
- Mt Dora
Lake FL USA
 - Mt Hood Parkdale
Hood River OR USA
 - Wekiva River Estates
Sorrento Lake FL USA
 - River Rd
Wayne (PACKANACK LAKE), NJ 07470 USA
 - Mountain Brook
Clover (RIVER HILLS) York SC USA
 - River Mountains Bike Shop
2310 E Lake Mead Pkwy Henderson, NV 890...

river.lake.mountain
what3words

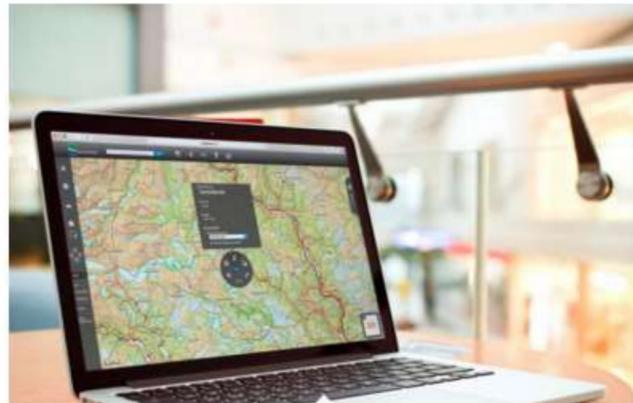


INTEGRADA A HERRAMIENTAS QUE SE UTILIZAN EN ESTE CAMPO

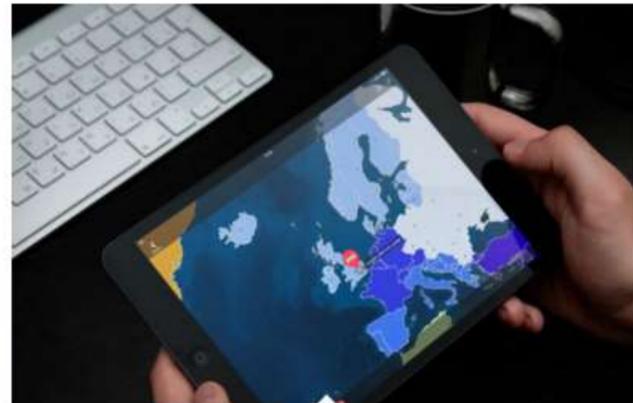
Incluso recopiladores de datos, navegación sin conexión, aplicaciones para planificación de rutas, herramientas de geoescondites y herramientas de mapas personalizados



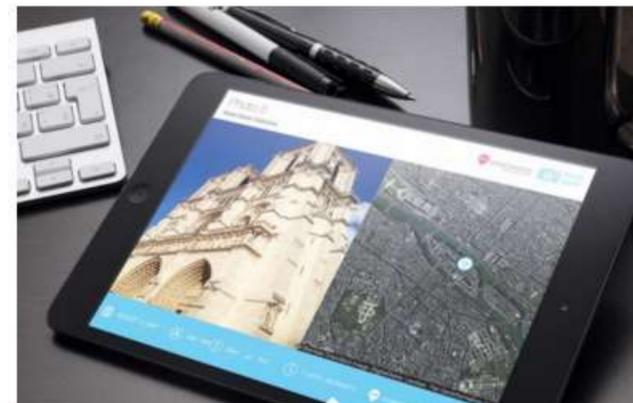
Navigation tools



Mapping tools



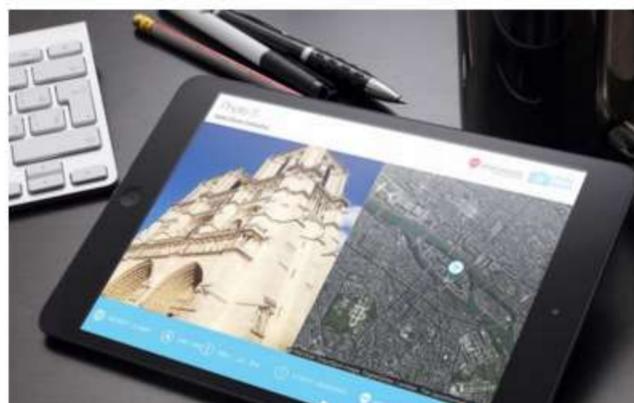
GIS tools



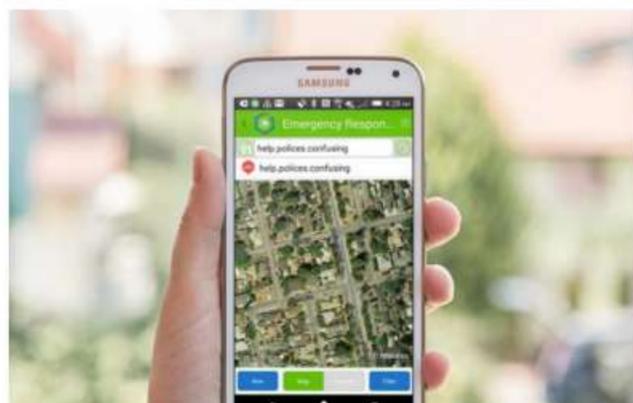
Surveying tools



Exploration tools



Surveying tools



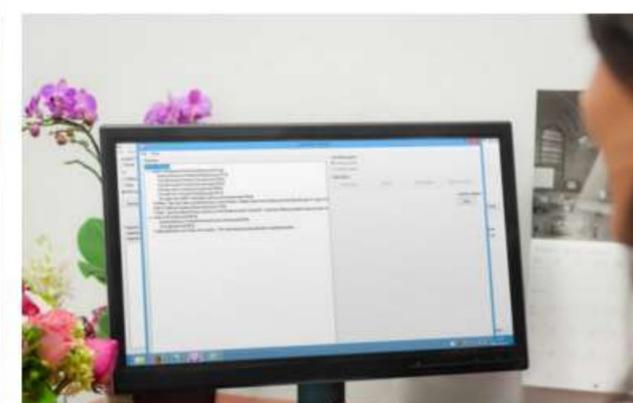
Data Collection tools



Travel guides

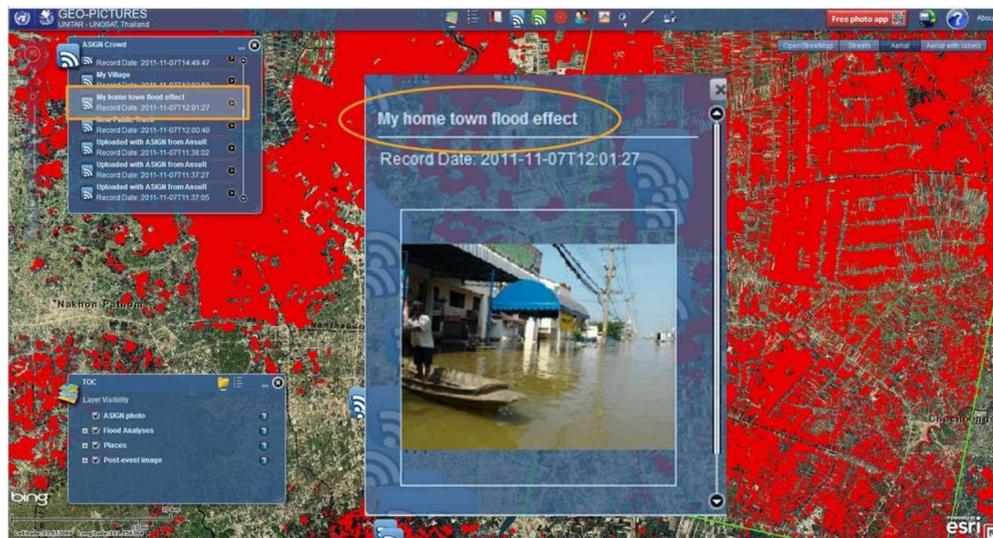


Photo Geotagging tools



Accessibility tools

UTILIZADA POR LA ONU EN SU PROPIA APLICACIÓN DE INFORMES SOBRE DESASTRES



w3w.co/un-assign

UTILIZADA PARA LA TENENCIA DE LA TIERRA POR EL DEPARTAMENTO DE DESARROLLO RURAL DE SUDÁFRICA



UTILIZADA EN SUDÁFRICA PARA LA PLANIFICACIÓN Y ADMINISTRACIÓN URBANA





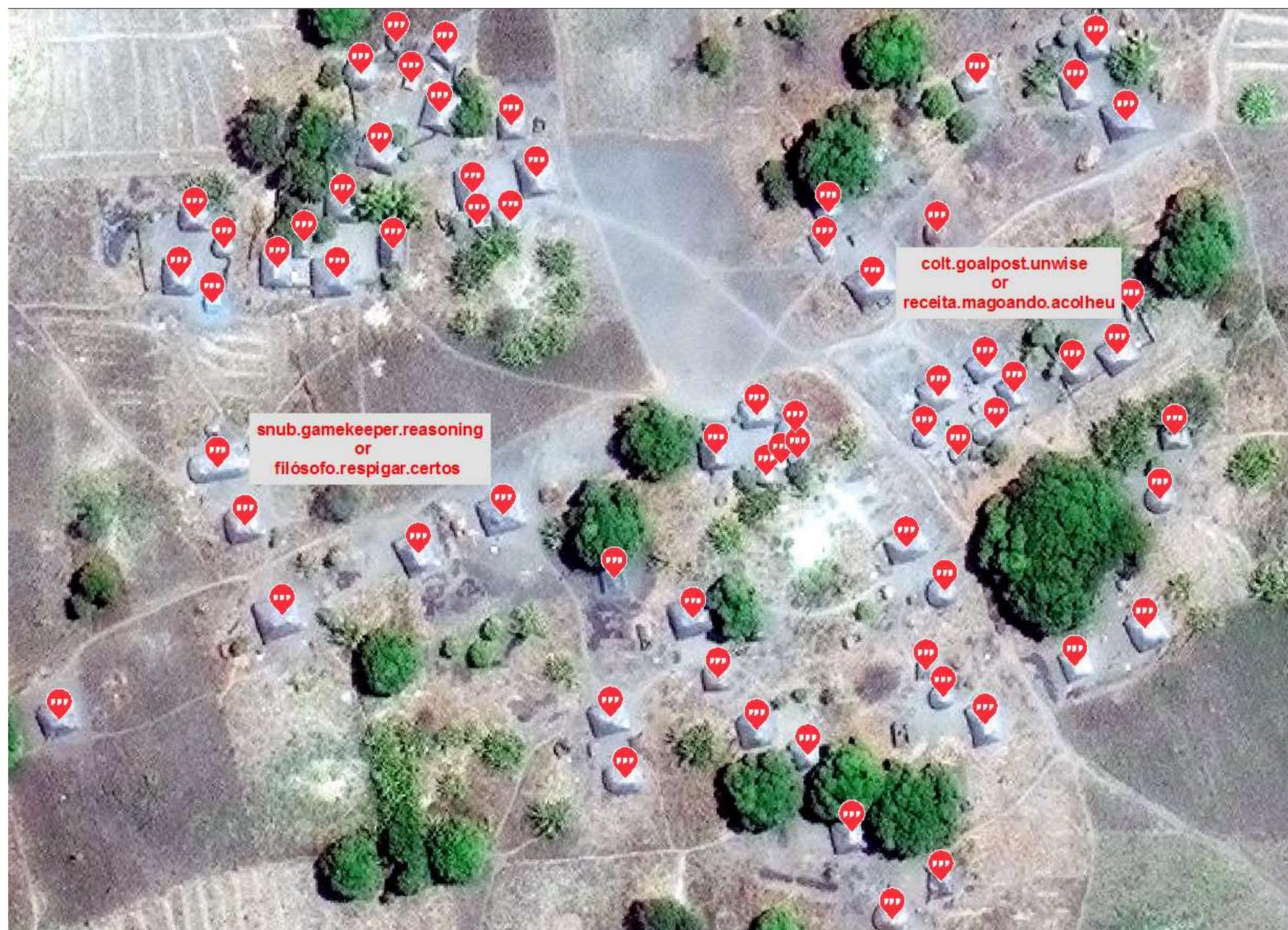
FIELD HUTS – DIGITALGLOBE WV03 AT 1:600







3 WORD ADDRESSES GENERATED FROM PINTROIDS



МДЭГЛЭГЭЭ

Нийтийн тээвэр ▾

Автобусны зогсоол

Авто машины зогсоол

Нийтийн тээврийн товчоо

Таксины зогсоол

Автомашинны зам

Усны хүртээмж ▾

Усны худаг

Зөөврийн худаг

Төв шугамд холбогдсон худаг

Когийн цэг ▾

Аюултай бүс ▾

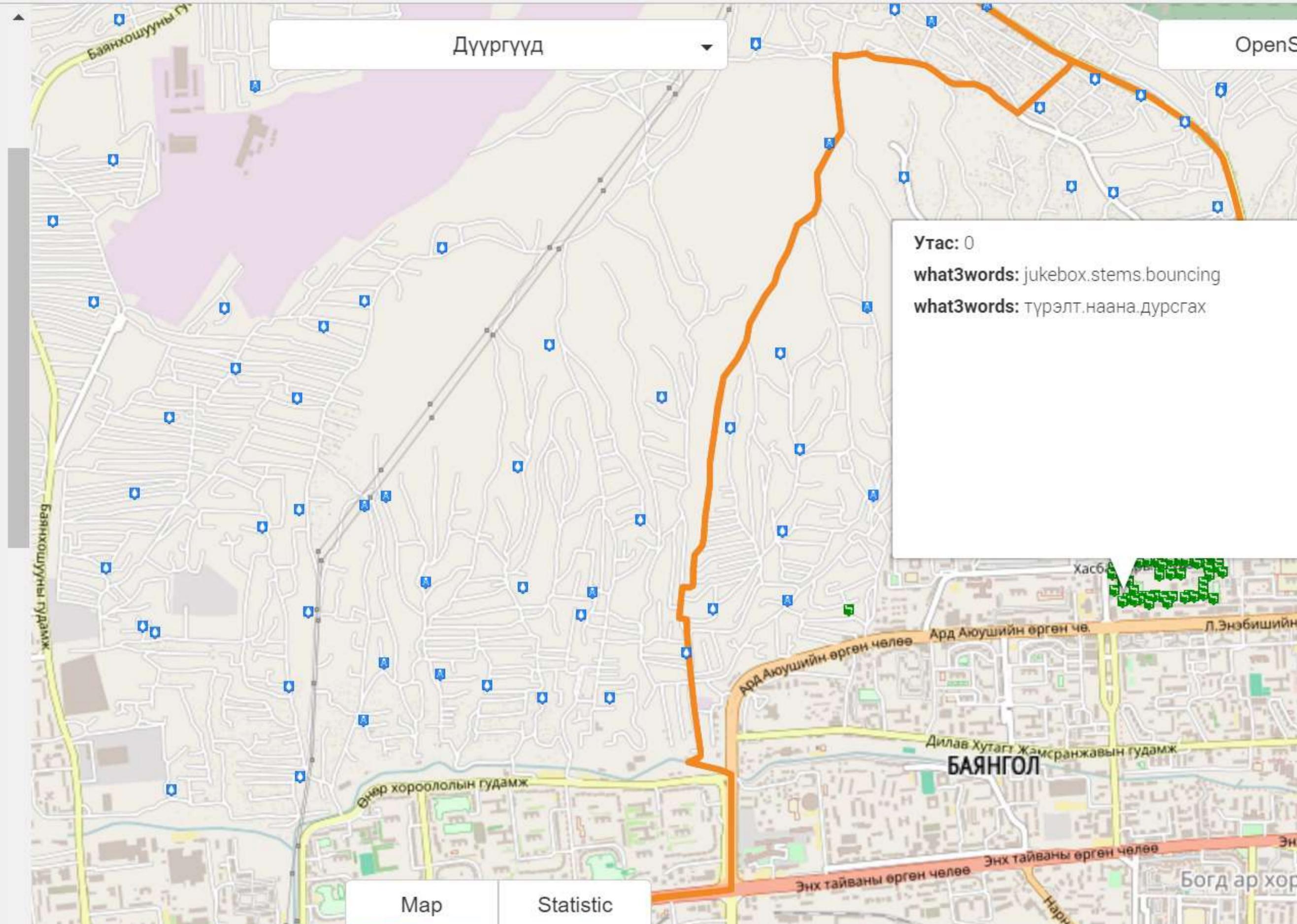
Нийтийн эзэмшлийн зам талбай ▾

Боловсрол ▾

Эрүүд мөндрийн үйлдвэрлэл

Дүүргүүд ▾

OpenS



Утас: 0
what3words: jukebox.stems.bouncing
what3words: түрэлт.наана.дурсгах

Map Statistic



Q brew.homes.require X

Open menu



Position X

CH1903 / LV03 [595'607.8, 202'376.8](#)
 CH1903+ / LV95 2'595'607.88, 1'202'376.84
 WGS 84 (lat/lon) 46.97245, 7.38091
 46°58'20.809"N 7°22'51.283"E
 UTM 376'846, 5'203'374 (zone 32T)
 MGRS 32TLT 76846 03374
[What 3 Words](#) brew.homes.require
 Elevation 529.2 m
[Link with bowl crosshair](#)



200 m

CH1903+ / LV95

Map View

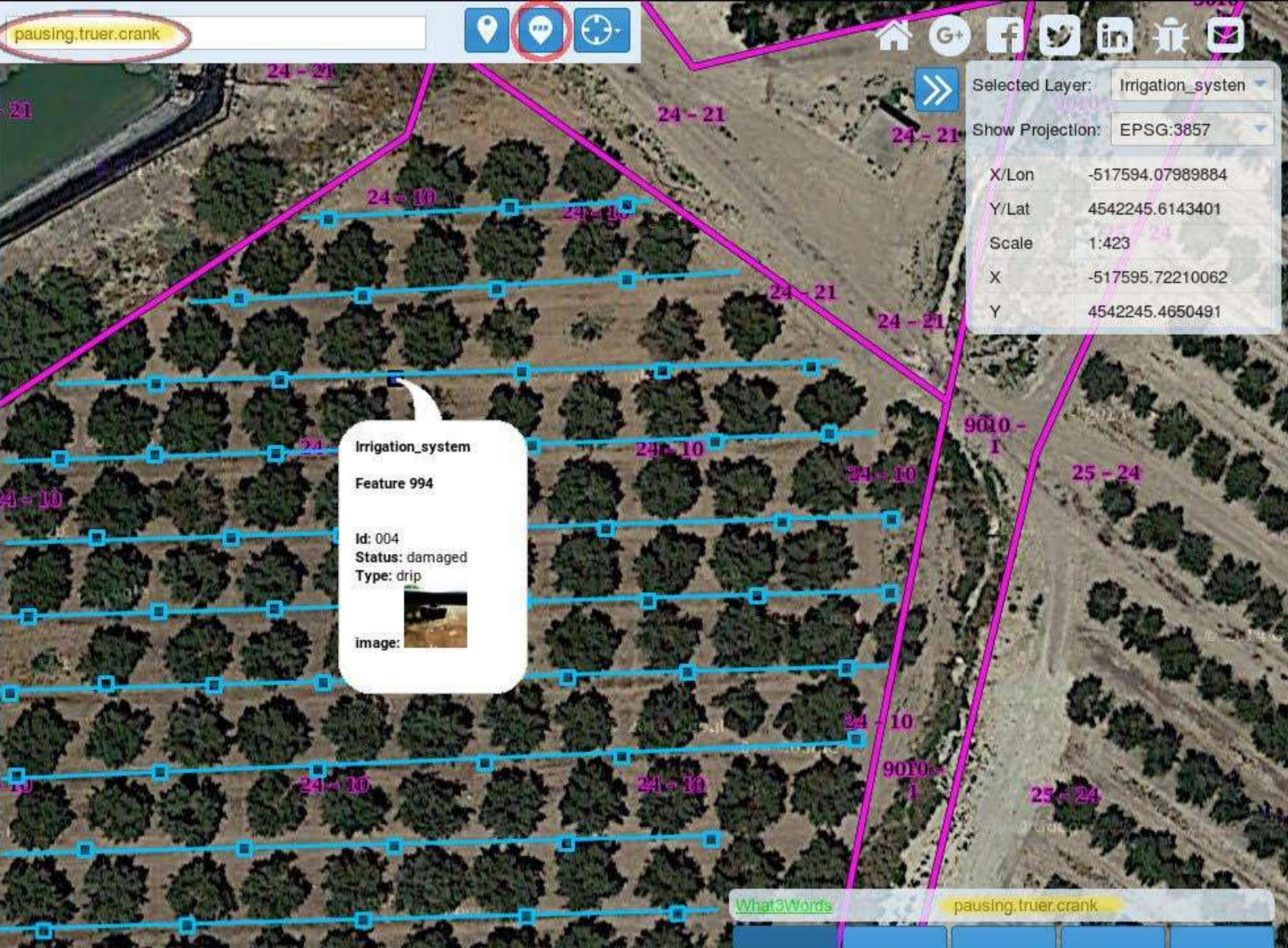
What3Words, Tooltip, Tool Bar

Layers Measure Zoom

Layers, Style, Layer Info, Snapping, Analysis, Add

Draw Edition Spatial

Polygon, Hole Polygon, Regular Box, Line, Point, Circle



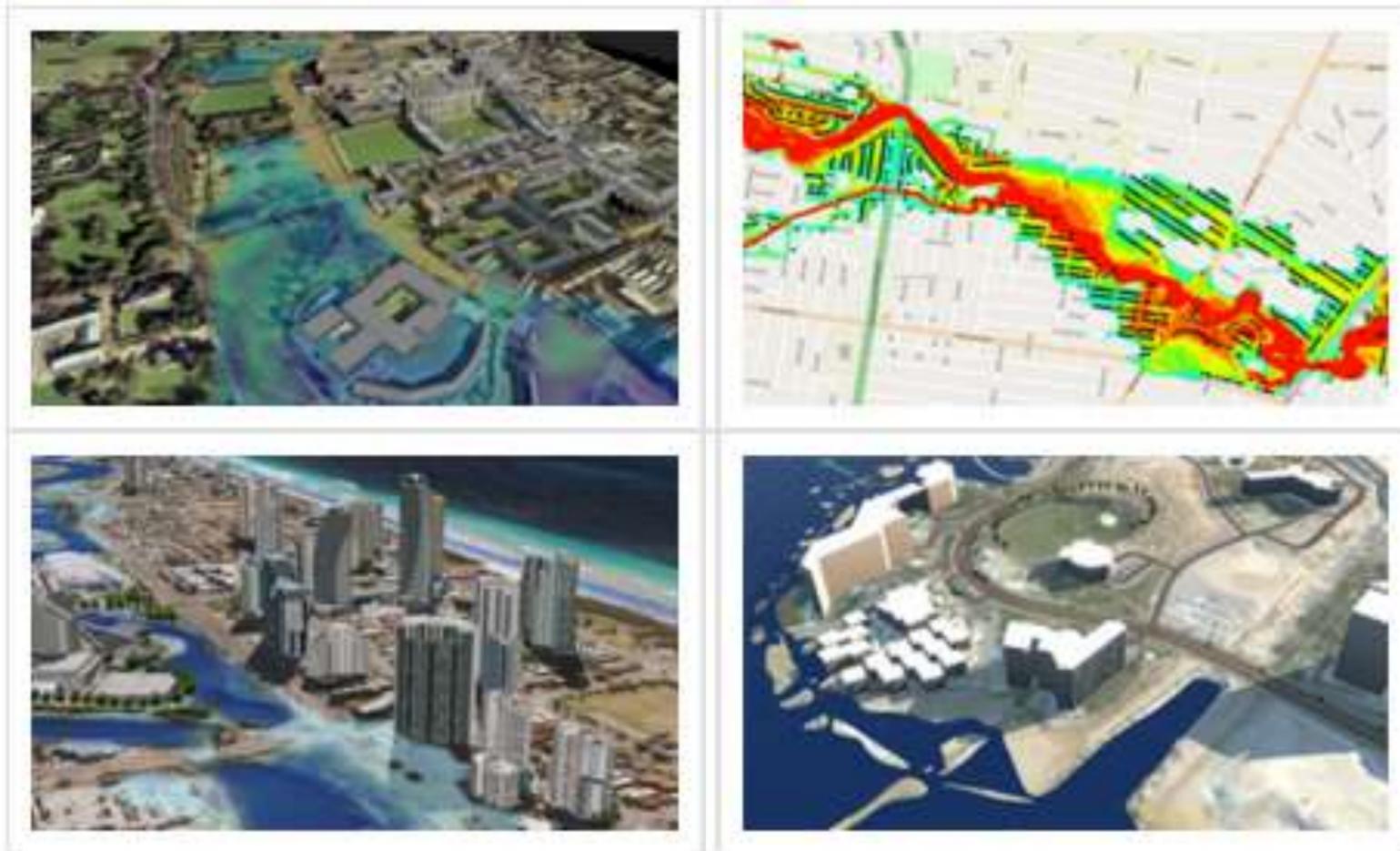
Irrigation_system
Feature 994
Id: 004
Status: damaged
Type: drip
image:

Selected Layer: Irrigation_system
Show Projection: EPSG:3857
X/Lon: -517594.07989884
Y/Lat: 4542245.6143401
Scale: 1:423
X: -517595.72210062
Y: 4542245.4650491

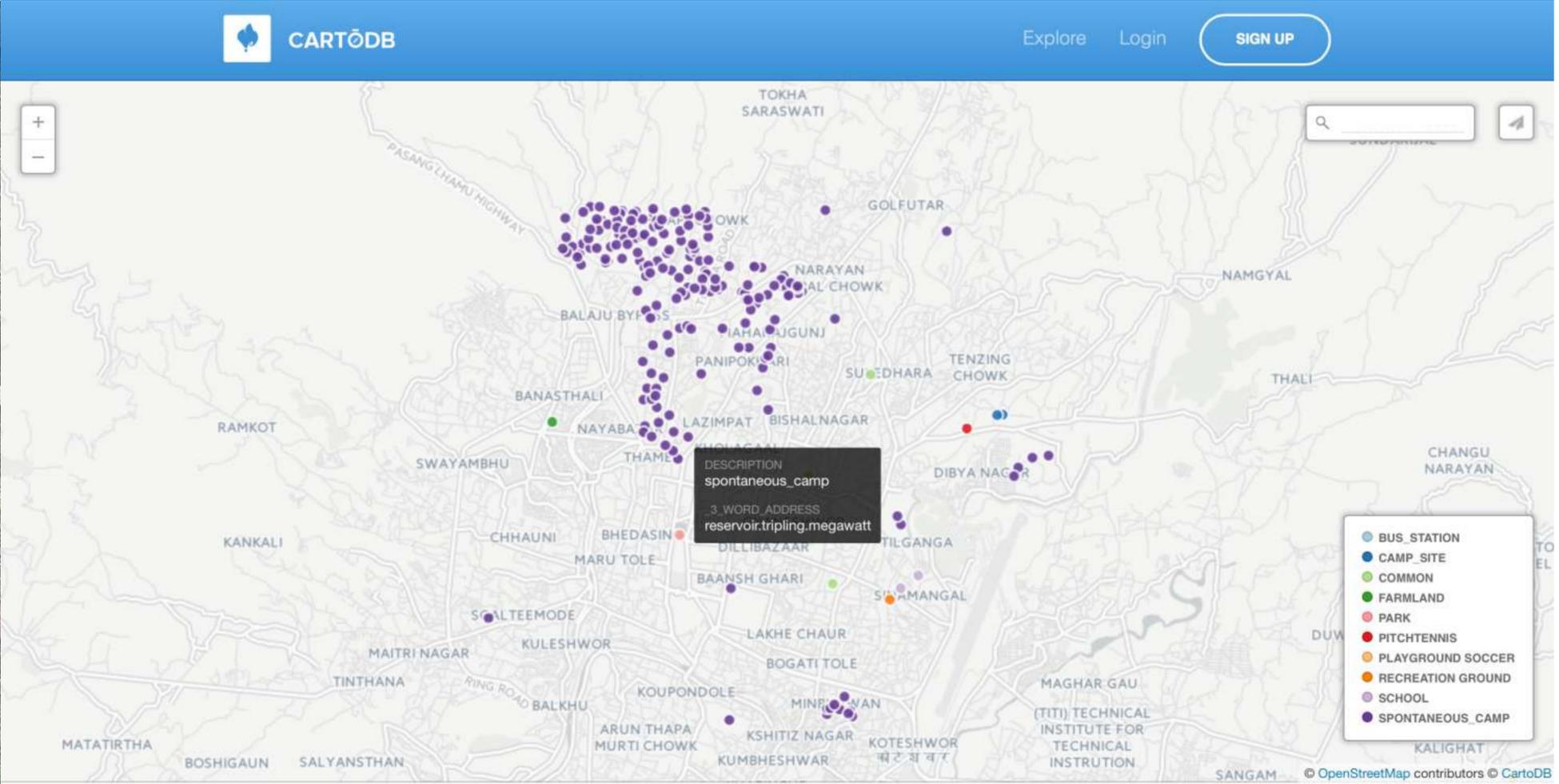
UTILIZADA PARA INSTALAR SERVICIOS PÚBLICOS Y ADMINISTRACIÓN DE RECURSOS



UTILIZADA PARA REALIZAR SIMULACIONES Y RESPONDER EN CASOS DE RIESGOS DE INUNDACIONES



UTILIZADA POR LOS TRABAJADORES DE CAMPO EN LA RECUPERACIÓN DESPUÉS DEL DESASTRE EN NEPAL

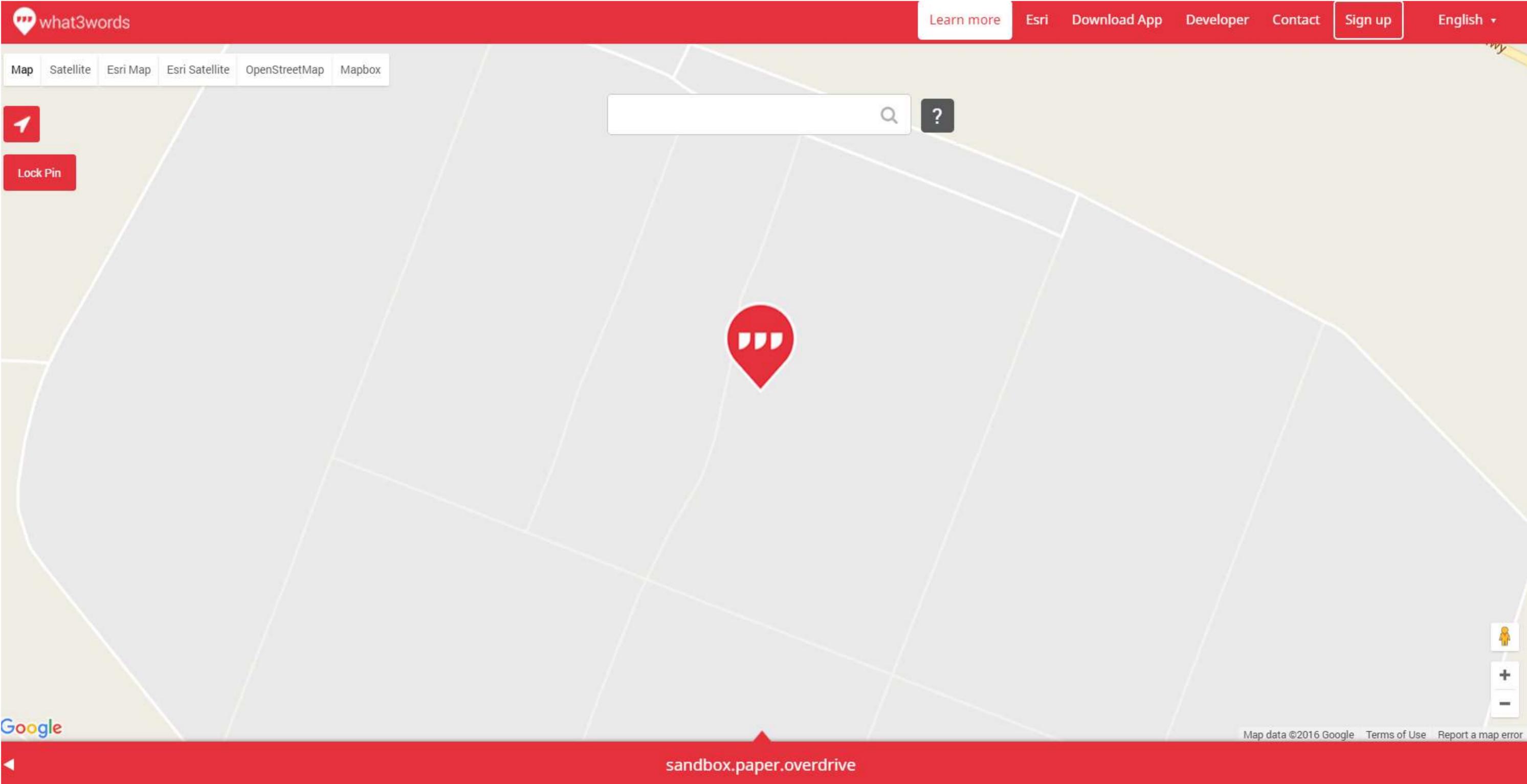


IDP CAMPS Kathmandu

© 28 days ago by what3words

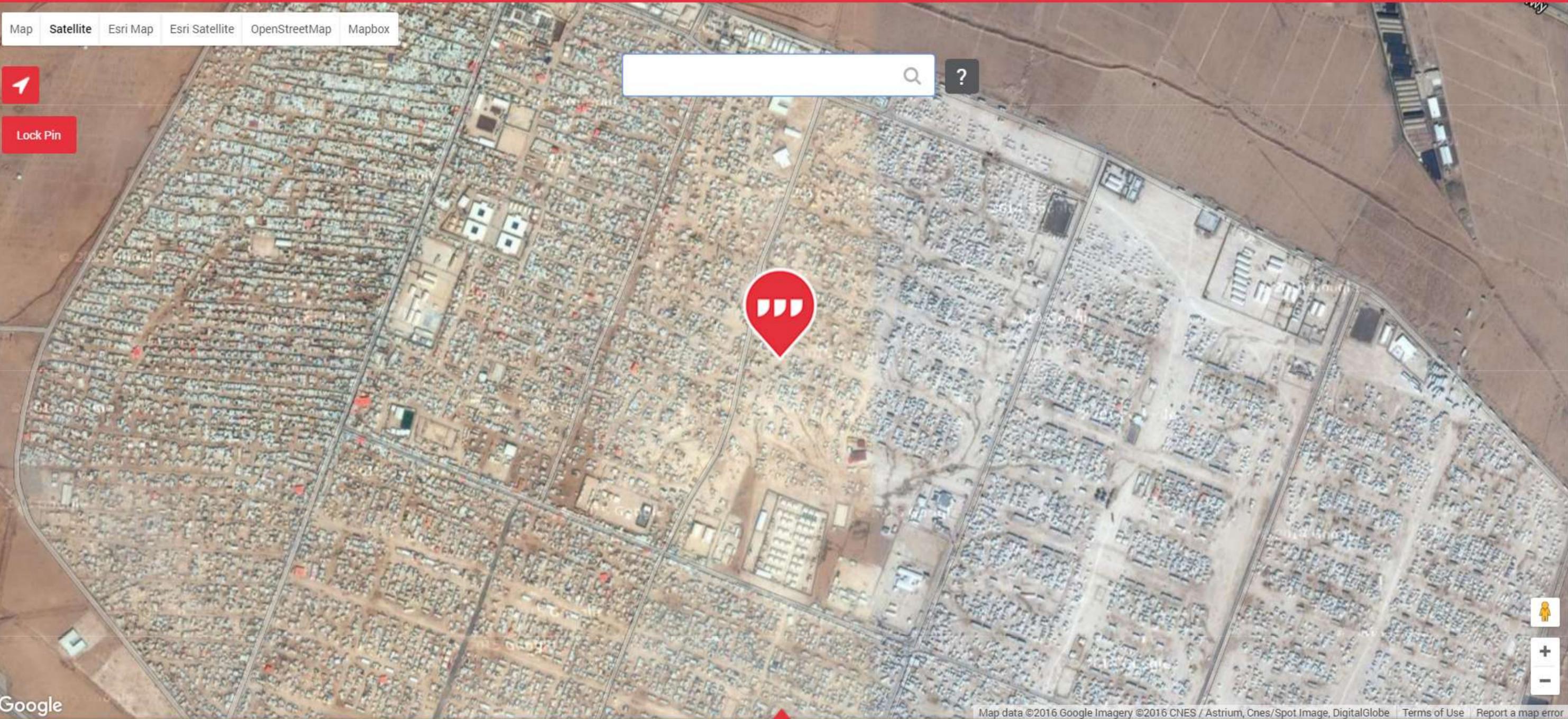


UTILIZADA CON LOS VOLUNTARIOS EN CAMPOS DE REFUGIADOS





Lock Pin

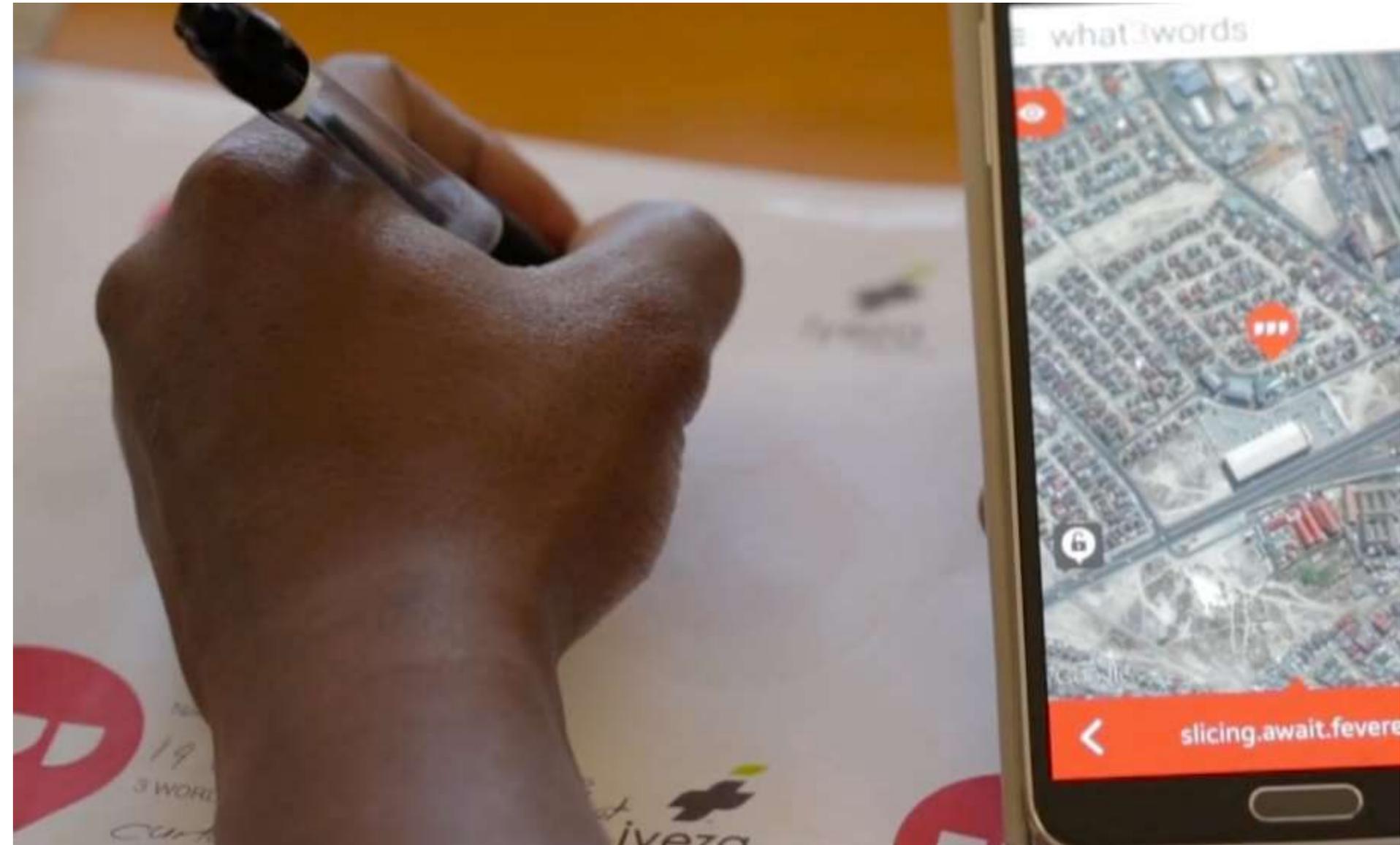


Google

Map data ©2016 Google Imagery ©2016 CNES / Astrium, Cnes/Spot Image, DigitalGlobe Terms of Use Report a map error

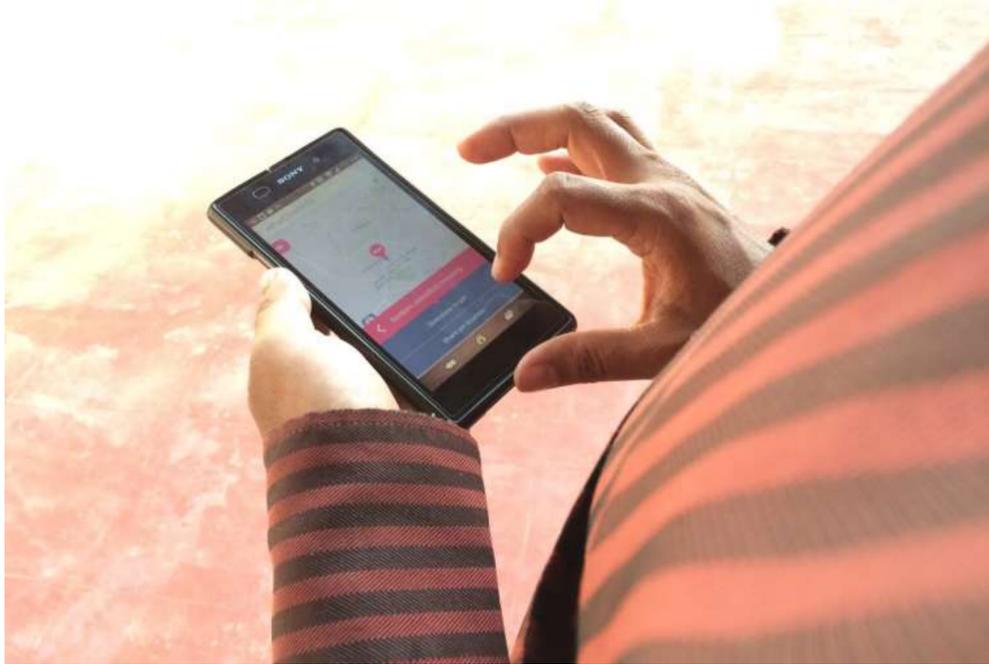
sandbox.paper.overdrive

UTILIZADA EN LOS MUNICIPIOS PARA ENTREGAR MEDICAMENTOS





ESTAR ACOSTUMBRADO EN LOS BARRIOS POBRES A PROVEER LUZ



w3w.co/pollinate-energy



Get food from your favorite restaurants in Addis delivered to your home or office.

Want to eat out but don't want to go out? Check out restaurants near you and order exactly what you're looking for.

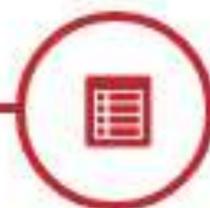
 [See restaurants near you](#)

 [View all our restaurants](#)



Select a restaurant

Once you login and set your location, you'll be able to see all the restaurants around you within your delivery range. Pick a restaurant from the map to see their opening hours, learn more, and see their menu.



Browse their menu

Once you've selected the restaurant you'd like to order from, take a look at their menu to figure out what you'd like to eat. Place your choices in your basket, tell us how many you'd like to order, and place your order!



Place your order

Once you have all your choices in your cart, simply click on "Place your order" and you'll receive an e-mail or SMS confirmation of your order. Sit back and relax and we'll have it delivered to your door in an hour or less*.

STEP 2: SHIPPING DETAILS

Name

Pincode

Address

City

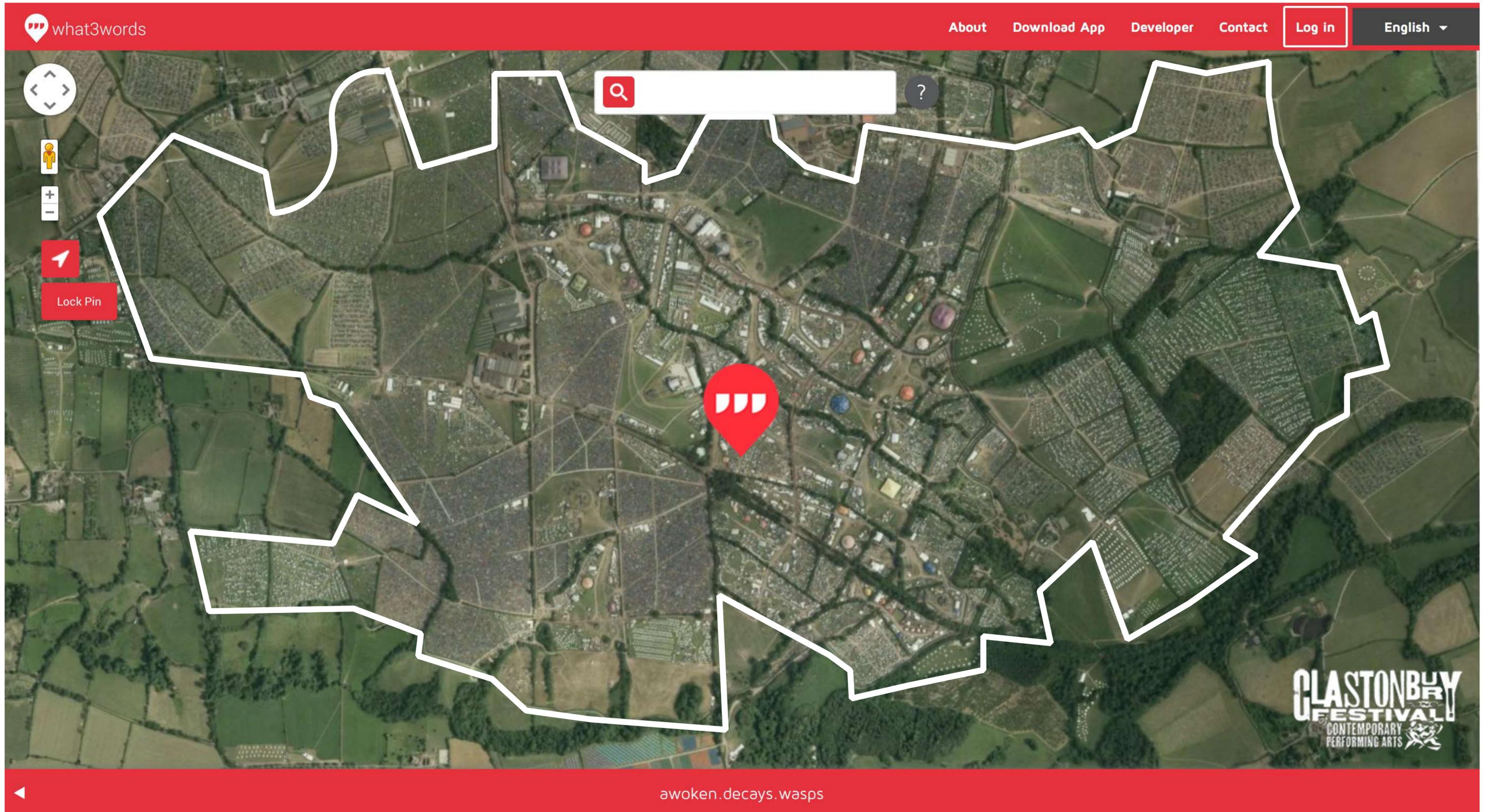
State

3 word Address
(What's this?)

Mobile

[Continue](#)

ESTUDIO DE CASO: UTILIZADA POR LOS EQUIPOS MÉDICOS DURANTE EVENTOS

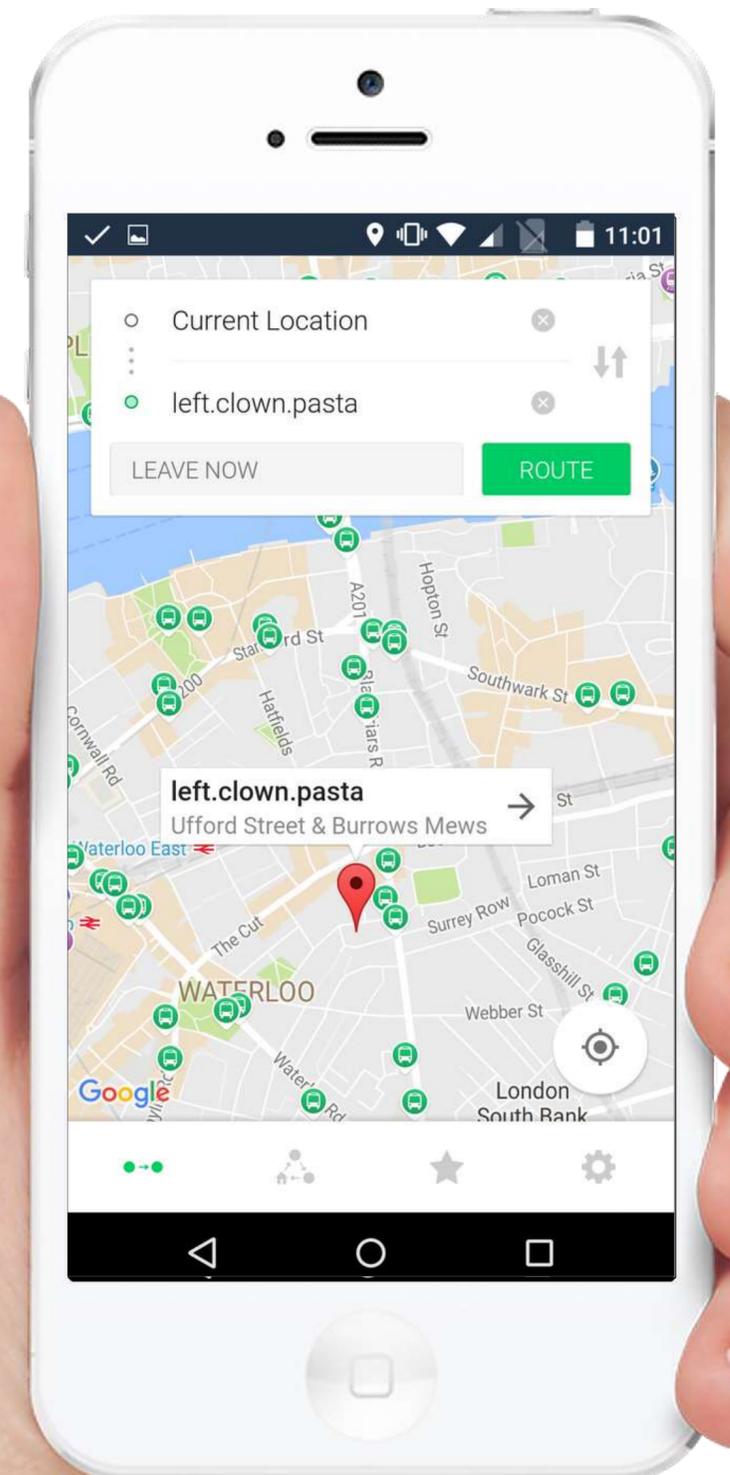


NAVMII



NAVEGACIÓN
POR SATÉLITE:
CONECTADO Y
DESCONECTADO

TRIPGO







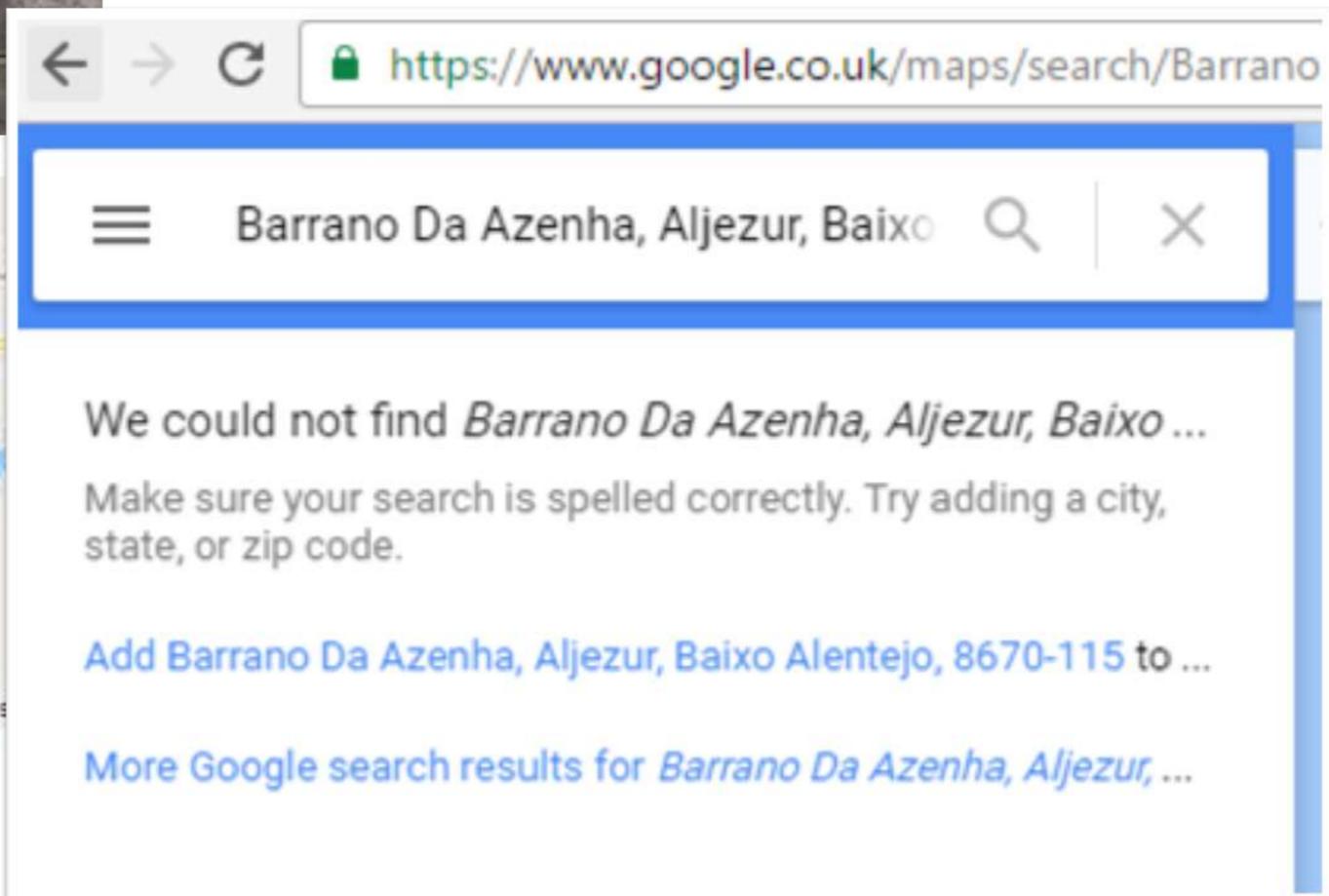
Barrano Da Azenha, Aljezur, Baixo Alentejo, 8670-115

By public transport

The nearest train station is in Lagos, the nearest bus stop in Aljezur and the nearest airport is in Faro.

By car

From Aljezur take the N267 towards Monchique (or towards Aljezur if coming from Faro). Go uphill approximately 5km. Then look for a small wooden sign that says "Penedo" on your left (on your right if from Faro). Go down the bumpy track past that sign for 1km and park where it says "treehouse".







Research lovably.ch...

2m



research.lovably.cherish



Algarve





HR55
W2061

HR55
W5223

HR55
W4273

HR55
W0969

Technology

News | Reviews | Opinion | Internet security | Social media | Apple | Google

Technology

5 helpful apps to make you master Pokemon Go



5. Find.Catch.Share

Giffgaff launched find.catch.share so players can map places specifically in the UK to catch Pokemon. Unlike Poke Radar, it isn't US dominated.

FAST COMPANY

Giffgaff launches online mapping tool to help you find rare Pokémon

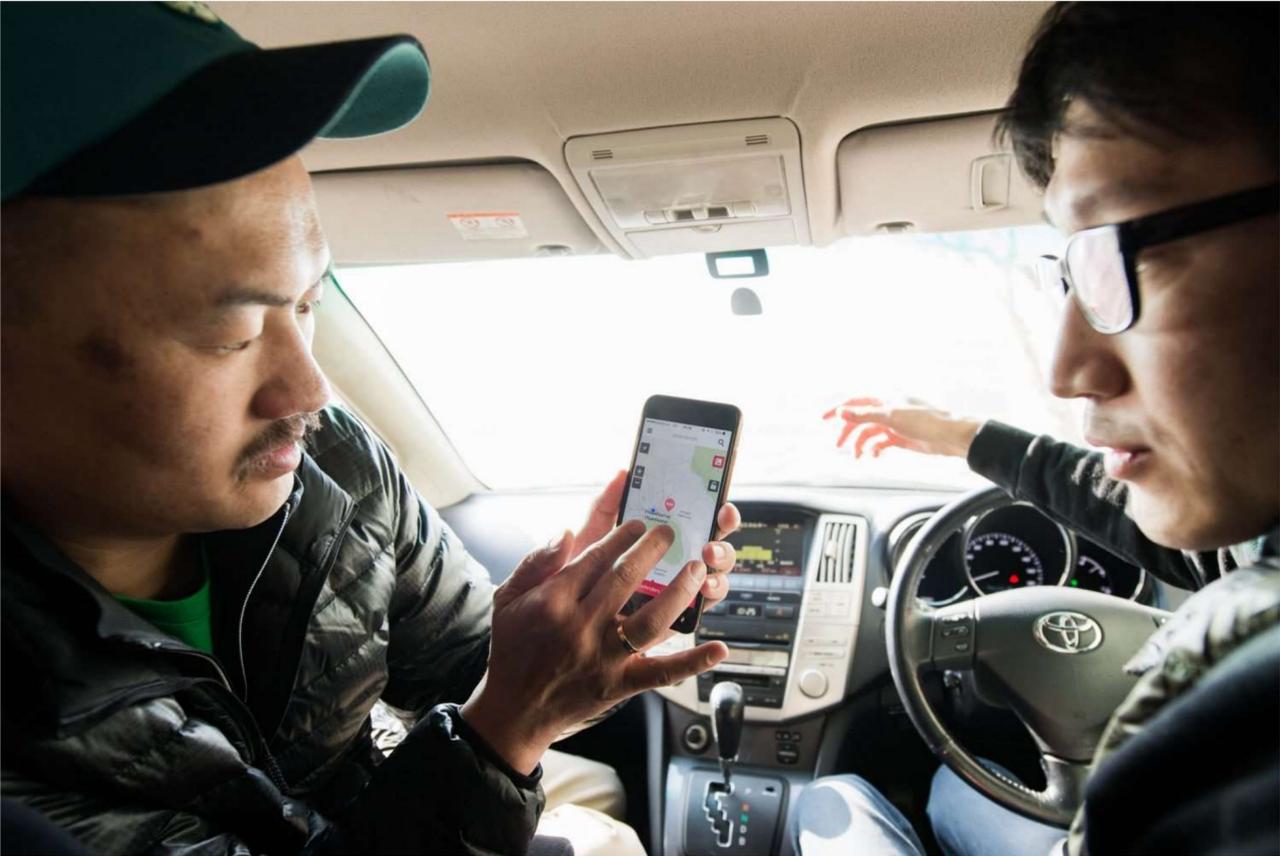
The U.K.-based mobile telephone network has teamed up with what3words to launch findcatchshare, a web-based online mapping tool that shows nearby Pokéstops, Gyms, and rare Pokémon sightings. As an added bonus **the map also shows where the closest charging stations are for smartphones running low on battery because of Pokémon hunting.**







ADOPTADA EN MONGOLIA COMO UN SISTEMA NACIONAL DE DIRECCIONES



what3words.com/2016/05/mongolian-post/

UN IDIOMA DE COMUNICACIÓN EN COMÚN



PARISH HEALTHCARE



FUTURES • NOODLE • INVENTIVE





hydrate.relish.hotspots



torse.exprimer.demain

Dakar, Sénégal

palisser.chiffre.fregate

USE | SHARE | MAKE

developer.what3words.com