

Apple is working right now to build a Google-Earth type feature in its Apple Maps app. I saw one of the roaming recording and mapping vehicles the other day. Google's working to improve Google Maps and Google Earth. And there's another player who's going to beat them all. A company that has given a 3 word address for every 3x3 meter location in the world.

TRT 136  
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120-130 Jamey Tucker

## **ANCHOR INTRO**

WHETHER YOU'RE CALLING 9-1-1, ORDERING A PIZZA OR CALLING FOR AN UBER, YOUR LOCATION IS THE MOST IMPORTANT THING YOU NEED TO SHARE.

IT'S GETTING EASIER AND MORE PRECISE THANKS TO APPLE AND A INNOVATIVE COMPANY OUT OF THE UNITED KINGDOM. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER EXPLAINS HOW THREE WORDS COULD MEAN THE DIFFERENCE BETWEEN LIFE AND DEATH.

## **Package**

"Apple maps, is this new? Yes, it is new. it really hasn't started the way they're planning to do it."

Apple has deployed a fleet of vehicles to improve its Maps app. I spotted this white Subaru with California plates, equipped with multiple 360-degree cameras, LiDAR sensors and other technologies to capture data from every road in the world. The drivers couldn't talk to me on camera but say they cover about 400 detailed miles a day.

Apple has kept mum on all of its plans for Maps, but judging by how these vehicles are rigged, Apple is working on its own "street view" of the world.

The most exciting advancement in mapping, is a company out of the UK, "What 3 Words".

It's divided the earth into a grid of 57 trillion 3 meter squares. Each square has a unique 3 word address. The address of this location is point.crew.supply.

Here in the middle of nowhere, you'll stand in ropes. warnings. persist. Take a step or two and you'll be at holding. compulsion. blaming.

"It's as simple as saying table. lamp. spoon to find that specific location."

3 word addresses can be used by first responders, energy companies, pizza delivery, rideshare services and the general public using the free What3Words app. Users can share their precise location with a couple taps on the screen.

First responders in the UK are already trying out "What 3 Words" to help locate victims of a disaster or emergency, believing lives can be saved thanks to just 3 little words. That's What the Tech? I'm Jamey Tucker

## **ANCHOR TAG**

The What 3 Words app is for iPhones and Android devices. The app, and using it to share location are both free.

### **web story**

I'll just bet one of the apps on the first page of most smartphones is a maps app. Whether it's from Google, Apple or Waze (which is also Google), you're using a GPS location app to get directions and share your location with other people.

Apple's Maps app may have been the first, but it wasn't very good when first launched. Google's Map app was released and became everyone's favorite for its accurate directions and integration with Street View and Google Earth. Now, Apple is finally getting closer to catching up with Google Maps.

Last week I spotted an unusual looking white SUV with a giant pole come out of the roof with three spinning cylinders. It wasn't a Google Street View camera, this one had the web address [www.maps.apple.com](http://www.maps.apple.com) on the side.

"Apple maps, is this new?," I asked the woman getting out of the passenger seat. "Yes, it is new," she said. "It really hasn't started the way they're planning to do it."

Apple has deployed a fleet of vehicles to improve its Maps app. The vehicle I spotted was equipped with multiple 360-degree cameras, LiDAR sensors and other technologies to capture data from every road in the world. The drivers couldn't talk to me on camera but say they cover about 400 detailed miles a day.

Apple has kept mum on all of its plans for Maps, but judging by how these vehicles are rigged, Apple is working on its own "Street View" of the world.

Speaking of Street View, I found myself behind a Google Street View vehicle a couple days earlier going through parking lots and driveways of businesses and retail centers. Google too is in the process of updating Street View data around the country.

The most exciting advancement in location, is from a company out of the UK, "What3Words".

It's divided the earth into a grid of 57 trillion 3 meter squares. Each square has a unique 3 word address.

The simple explanation in its About page said "It's as simple as saying table, lamp, spoon to find that specific location."

Using the website [www.what3words.com](http://www.what3words.com) I started on the United States shown on a Google map, then randomly zoomed in on a forest somewhere in the Midwest. One 3.3 grid box was labeled ropes. warnings. persist. Take a step or two and you'll be at holding. compulsion. blaming.

3 word addresses can be used by first responders, energy companies, pizza delivery, rideshare services and the general public using the free What3Words app. Users can share their precise location with a couple taps on the screen.

What3 Words didn't build maps or drive vehicles around the world. They took GPS coordinates and converted them to 3 word combinations. No two combinations are the same and even those that sound similar have been separated by thousands of miles so there's no confusion. This could be a huge game changer in many ways. Emergency responders in the UK recently started using what3words, believing it'll be easier to locate someone who needs immediate help with just three little words.

[www.what3words.com](http://www.what3words.com)