For immediate release

Three words could save your life:
Gratiot County Central Dispatch/911 announcing roll out of

/// what3words

location technology in a revolutionary move to help them locate people in an emergency

- *Public Safety Dispatchers at Gratiot County Central Dispatch/911 are starting to use ground breaking location technology of what3words to locate 9-1-1 callers faster*

- *what3words has divided the world into a grid of 10ft x 10ft squares, and given each square a unique what3words address. For example, ///antiquated.wakes.horsepower will take you to the entrance of the Gratiot County Courthouse located in Ithaca MI.*

- *Following the success of its rollout in the United Kingdom, Canada, South Africa, Australia and Germany, where the system is helping Police, Fire and Ambulance teams to save precious time, resources & lives what3words is becoming utilized within the United States.*

Ithaca MI, March 16th 2021, 00:00 (Time zone): Gratiot County Central Dispatch/911 for Gratiot County Michigan, have started to adopt the innovative global address system what3words, following the successful use of the system to help locate people in need of help in the UK, Canada and Australia. To find you more easily in an emergency, Gratiot County Central Dispatch/911 is encouraging members of the public to download the free app and be ready to provide their what3words address in an emergency.

what3words is an easy way to talk about location. Every 10ft square in the world has been given a unique combination of three dictionary words: a what3words address. For example, ///resurgent.aimless.wishful will take you to the front door entrance of Alma City Hall and Alma Public Safety. Members of the public can download the **free** what3words app for iOS and Android or use the online map. The app works offline making it ideal for use in remote areas that might have a poor internet connection, such as state game areas, and lakes that are enjoyed by hikers, tourists, and lovers of the great outdoors alike. Every 10ft square in the world has a what3words address, and they are available in more than 45 languages.

London-based technology company what3words started the rollout of its innovative location technology to Emergency Services in the UK and South Africa in 2019, and Australia and Canada in 2020. What3words has been used thousands of times to find people needing help. Using what3words addresses gives callers a simple way to describe precisely where help is needed and allows emergency response crews to get resources straight to the scene. It has helped to rescue people from a range of incidents including locating victims of rural road accidents, people trapped in flood waters, kidnap victims and critically injured hikers and cyclists.

Emergencies can happen anywhere, from an accident along an unmarked stretch of road to an incident at a specific building entrance or industrial area. In an emergency situation, identifying precisely where help is needed is critical in order to get resources to the scene quickly. However, this can be near impossible for a caller to do if they get into trouble in an area with no address, no memorable landmark or an address that simply isn't good enough to accurately describe where they are.

In these moments, emergency services are forced to waste precious time and resources trying to locate the person in need of help. At best, this can be frustrating, and at worst waste crucial minutes that are the difference between life and death. Prior to using what3words, heavy resources would have to be dispatched - such as a large search and rescue team – in order to locate the incident.

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Now, in an emergency where a location is difficult to describe, 9-1-1 callers can give their what3words address from the what3words app. People who do not have the app installed will be sent a link by Gratiot County Central Dispatch/911 to a version of the site: https://us.findme.w3w.co, which they can open in a mobile browser. The caller can either read the three words on their screen to the 9-1-1 call operator or copy the three words via an SMS Text message and send them to 911. All the app requires to display your what3words address is a GPS signal. These three words can then be used by Gratiot County Central Dispatch/911 to identify the precise location and direct emergency resources to exactly where it is required.

Dan Morden, Director of Gratiot County Central Disptach/911, commented that "Being able to use what3words is going to make a huge difference, especially in life-threatening situations. For anyone who finds themselves lost, injured or in need of help in an unfamiliar location, trying to communicate where help is needed just using visual descriptions of what they can see, or trying to remember what direction they were heading, can be very stressful. For the person taking the emergency call in our dispatch center, the information is not always accurate and this can make coordinating the appropriate response very challenging. Our Public Safety Dispatchers can now ask for a precise what3words address, or send an SMS text message with a link to what3words to a caller who doesn't know where they are. It means we can save precious time responding to emergencies and help callers much more easily."

Chris Sheldrick, CEO of what3words says 'Every month, people all around the world struggle to communicate their location to emergency services. This leads to crucial minutes and sometimes hours lost when trying to save lives. It's exciting to hear that the Gratiot County Central Dispatch/911 center is starting to use what3words, and we are looking forward to working with them as they embrace new technologies, like ours, to help save lives.'

Individuals are using the what3words app to navigate the world more easily and to meet friends in places without addresses such as parks, beaches or specific entrances to large shopping malls. what3words addresses are being used by running clubs, hikers, sailors, and by hotels to guide guests to their entrance without complicated written directions. As well as being potentially life-saving for people who find themselves in an emergency situation, a number of familiar brands and businesses - from hotels, to logistics companies - have adopted what3words addresses as an easy and helpful way to explain their location to their visitors and deliver parcels more efficiently.

About what3words

Find your what3words address here.

Co-founded in London in 2013, what3words is the simplest way to talk about location. The system covers the entire world, never needs updating, and works offline. A what3words address is a human-friendly way to share very precise locations with other people, or to input them into platforms and machines such as ride-hailing apps or e-commerce checkouts. It is optimised for voice input and contains built-in error prevention to immediately identify and correct input mistakes.

The free what3words app, available for iOS and Android, and the online map enable people to find, share and navigate to what3words addresses in over 45 languages to date. Millions of what3words addresses are in use around the world, with thousands of businesses using them to save money, be more efficient and provide a better customer experience. what3words is integrated into apps, platforms and websites, with just a few lines of code.

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