



# THINK YOU KNOW WHAT AN ADDRESS IS?

Think again ... there's a better address for *everywhere*.



## INTRODUCING MAPCODES

Mapcodes are an international, open-source means of converting any address into as little as four to seven characters ... with the accuracy of GPS coordinates! They even work for places that don't have 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: ZAF **8F.W6**

In South Africa, all you need is 8F.W6 to navigate directly to this point at the V&A Waterfront in Cape Town.



## SO IT'S 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. Write them down, put them 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 a way to use mapcodes in South Africa", right? There is! Visit [www.overhere.co.za](http://www.overhere.co.za) to do everything you need to: get mapcodes, see mapcodes on a map, or share links to easily drive to them (using Google Maps). Many TomTom satnav units even support mapcodes natively.



## 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 to the middle of nowhere. Ok not *nowhere* exactly ... but the remote side of Vanderbijlpark. The part with no street names, never mind numbers.

# 2

## WHAT ARE YOUR OPTIONS?

You could always send your driver the GPS coordinates: 26°38'36.9"S 27°51'59.5"E

Good luck if you have to try read that out over the phone, though. And chances are you'll have to, sooner or later.

# 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...

**GBT.8L5**

Seriously, that's it. That's all there is.

# 4

## SEE FOR YOURSELF

Please don't trust us. Click here and copy and paste that mapcode in yourself: [www.overhere.co.za/get-directions/](http://www.overhere.co.za/get-directions/)

For bonus points, click here:

<https://www.overhere.co.za/go/?t=ZAF&ma=GBT&mb=8L5>

## BONUS FACT

Did you know: if you've got a mapcode, you can enter it directly into most TomTom GPS devices to navigate directly (no connection to the internet or cellphone required!).

For the example above, you'll just need to include South Africa's country code (ZAF) when typing the mapcode into your TomTom: ZAF GBT.8L5



South Africa  
(Republic of )

Here's your  
mapcode:

ZAF

**GBT.8L5**

Fine-tune  
on map



Help to  
pronounce



## 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.overhere.co.za/findme/](http://www.overhere.co.za/findme/)

2

### YOU HAVE TWO CHOICES

If you're not viewing [www.overhere.co.za](http://www.overhere.co.za) on your phone or tablet, you'll just want to select the 'Let me search' option. Then search for anywhere via a name, street address or even GPS coordinates, and Google search will return a list of the best options. So far, so familiar.

3

### HERE COMES THE MAGIC

Now you're staring at 'Close enough isn't good enough', and a little red marker. Drag the red marker somewhere interesting: a gate, a preferred entrance, an unnamed corner ... basically, *exactly* where you need it. Then click 'Confirm Position'.

4

### YOU DID IT!

Look at you go! There's your very first mapcode. And from here, you can fine-tune the position further, or you can share it. Or even get help pronouncing it in the NATO phonetic alphabet. Because ... it makes it even easier telephonically.

### HOW WAS THAT FOR YOU?

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

