



**Boustead Singapore Limited**  
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## **EARTHMINE SELECTS BOUSTEAD SUBSIDIARY, ESRI SINGAPORE AS EXCLUSIVE PARTNER TO DELIVER 3D PANORAMIC STREET LEVEL IMAGERY IN SINGAPORE**

**Singapore, 22 March 2011** – Mainboard-listed Boustead Singapore Limited (“Boustead”), a progressive global infrastructure-related engineering services and geo-spatial technology group is pleased to announce that its 88.2%-owned geo-spatial subsidiary, ESRI Singapore Pte Ltd (“ESRI Singapore”) – a key partner and exclusive distributor of the world’s leading geo-spatial technology from ESRI Inc – has signed an exclusive partnership agreement (the “Partnership”) with award-winning technology innovator, earthmine Inc (“earthmine”) to market and distribute earthmine’s technology, product suite and 3D panoramic street level imagery in conjunction with ESRI ArcGIS technology (together the “3D Mapping Solutions”) in Singapore.

The Partnership provides ESRI Singapore with the capability and flexibility to integrate, market and distribute comprehensive 3D panoramic street level imagery and data sets that complement current core offerings under ESRI ArcGIS technology – widely acknowledged as the global market leader for geo-spatial enterprise platforms. As the only metric 3D panoramic system with a corresponding XYZ data point for every pixel in every image, earthmine’s technology provides the necessary support for the rapid and coordinated collection of detailed and accurate 3D street level imagery for any size geography, as well as the design and deployment of 3D Mapping Solutions which detail 3D panoramic views of urban environments including the visualisation of roads, highways, power lines, buildings and surrounding infrastructure. Consisting of vehicle-based mobile mapping systems, automated data processing, online hosting or end-user hosting options, as well as client software and developer tools for integrating 3D street level imagery, earthmine’s technology and product suite integrate seamlessly with ESRI ArcGIS technology.

Implementing successful geo-spatial solutions calls for a fast and cost-effective method which has the capability to populate geo-spatial solutions with relevant and meaningful data. 3D Mapping Solutions address these needs through: 1) directly integrating with existing geo-spatial enterprise systems, resulting in significant cost, time and resource savings; 2) meeting demand from online and smartphone users, thus expanding sales from new markets and users; and 3) enhancing the usefulness and value of geo-spatial solutions for clients.

As a further application of 3D Mapping Solutions, Geologic Pte Ltd (“Geologic”) – another geo-spatial subsidiary of Boustead – will utilise 3D Mapping Solutions as part of its innovative interactive map portal of Singapore, WhereTo.sg ([www.wheretosg.com](http://www.wheretosg.com)). Launched in 2010, WhereTo.sg is among the most successful interactive map portals in Singapore and launched a mobile application named amongst Digital Life’s Top 100 Apps of 2010.

Chief Executive Officer of ESRI Singapore, Mr Leslie Wong said, “We are extremely pleased to be partnering with earthmine to bring more comprehensive 3D mapping solutions to the market in conjunction with our core ESRI ArcGIS technology. This

exciting technology will not only expand our offerings to clients – which include government and national agencies such as the PUB, JTC Corporation, Land Transport Authority, Ministry of Defence, National Environment Agency, National Parks Board, Singapore Civil Defence Force, Singapore Police Force and Urban Redevelopment Authority – but also broaden our scope with corporate clients and the mass market of consumers through smartphones and interactive map portals such as WhereTo.sg. Solution developers can now collect, process and integrate 3D street level imagery into their existing geo-spatial workflow in a systematic manner, taking their visualisation of opportunities to another level.”

General Manager of Geologic, Mr Thomas Pramotedham added, “Users of WhereTo.sg can now visualise map data in context, collectively with comprehensive information on important infrastructure and amenities in Singapore such as the nearest buildings, businesses, banking facilities, MRT stations, petrol stations, public amenities and schools within the vicinity through a simple point-and-click interface.”

-- End of media release --

## **About Boustead Singapore Limited**

Established in 1828, Boustead Singapore Limited is a progressive global Infrastructure-Related Engineering Services and Geo-Spatial Technology Group listed on the Singapore Exchange. Focusing on the engineering and development of key infrastructure supporting economic growth in the public and private sectors of emerging markets, our strong suite of Engineering Services comprises: Energy-Related Engineering, Water & Wastewater Engineering and Real Estate Solutions.

Under our Geo-Spatial Technology arm, we provide professional services and exclusively distribute ESRI geo-spatial technology – the world’s leading geographic information systems and location intelligence solutions – to major markets across Australia and South East Asia. Our location intelligence solutions are essential to effectively plan, deploy and manage key infrastructure and resources in countries.

With a vast global network stretching across Asia, Australia, Europe, Africa and the Americas, Boustead is ready to serve the world. To date, Boustead has undertaken infrastructure-related projects in 79 countries globally.

In 2008 and 2009, Boustead was recognised in the prestigious Forbes Asia 200 Best Under A Billion as one of the Asia Pacific’s 200 best public-listed corporations under US\$1 billion in revenue. Boustead is also listed on the MSCI Global Small Cap Index for Singapore and the FTSE ST Small Cap Index.

Visit us at [www.boustead.sg](http://www.boustead.sg).

## **About ESRI Singapore Pte Ltd**

ESRI Singapore Pte Ltd is a key partner and exclusive distributor of ESRI geo-spatial technology – the world’s leading geographic information systems and location intelligence solutions. Its location intelligence solutions are essential to effectively plan, deploy and manage key infrastructure and resources in countries. ESRI Singapore provides professional services including consulting, implementation, training and after-sales services related to geo-spatial technology. Visit ESRI Singapore at [www.esri.com](http://www.esri.com).

## **About earthmine**

earthmine’s mobile 3D mapping solution consists of vehicle-based mobile mapping systems, automated data processing, online hosting service or end-user hosted options, as well as client software and developer tools for integration with existing data sets and information systems. earthmine has 24 partners in nine countries that provide market and customer specific solutions that include earthmine’s solution, as well as other value-added products and services. earthmine technology is used by Internet, mobile, mapping, geographic information system, safety, and security markets worldwide including the United States, Mexico, Brazil, Canada, France, Australia, Japan, Malaysia, Singapore, South Korea and Saudi Arabia.

## **Contact Information**

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