

# A Data Journey



# Hema

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Locate Conference

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# 40 YEARS OF MAPPING

- Hema Maps was founded in 1983
- We evolved from printing maps and guidebooks to creating navigational products (digital maps)
- Core IP is the delivery of verified, ground truthed data from remote and regional areas
- Hema provides more than 4WD / off-road maps, we supply road data, POIs & nav solutions for mining, government and consumers.





# Our Team

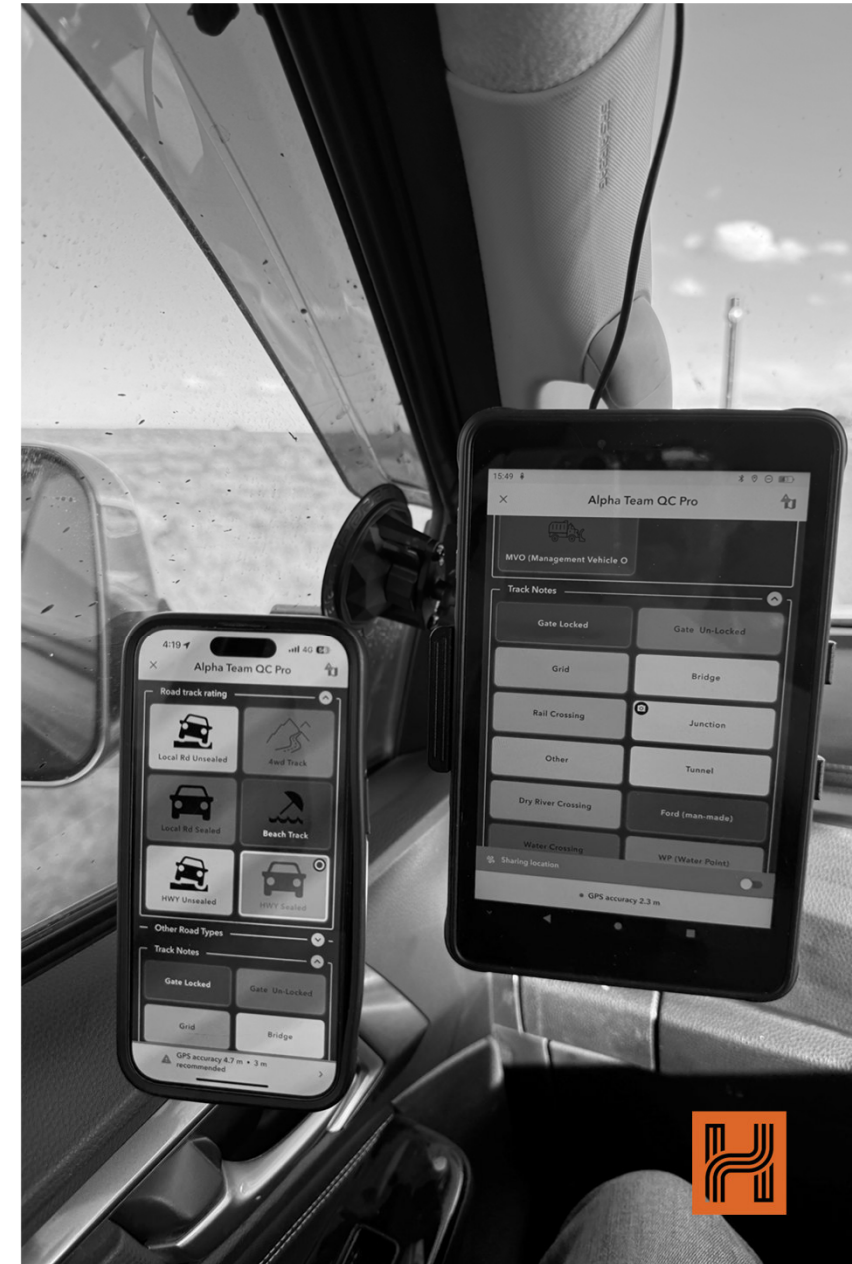
We are a passionate team of field explorers, GIS specialists, and mapping experts dedicated to creating the most reliable and detailed off-road maps available.





# MAP PATROL DATA CAPTURE

- Each year, Hema collects over 100,000 km of tracks, updates plus points of interest (POI) in Australia
- Our GIS team integrates this data into the Hema core data repository
- Extensive data maintenance & QA is completed before updating and conflation with HERE roads
- Combined HERE & Hema data is made available for distribution via navigation apps / compilations



# Boots on the Ground

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How our diverse group helps in capturing a different range of data





# Grey Nomads



- Lived Experiences
- Months on the road
- Reflect practical considerations
- Feedback on Safety, security, accessibility



# 4WD Enthusiast

- Extreme off road experience
- Short Weekends
- Terrain grading
- Vehicle Access





# Family Touring



- Lived Experiences
- Months on the road
- Reflect practical considerations
- Feedback on Safety, security, accessibility



# Indigenous

- Cultural education
- Responsible Tourism
- Land Access
- Traditional Place Names



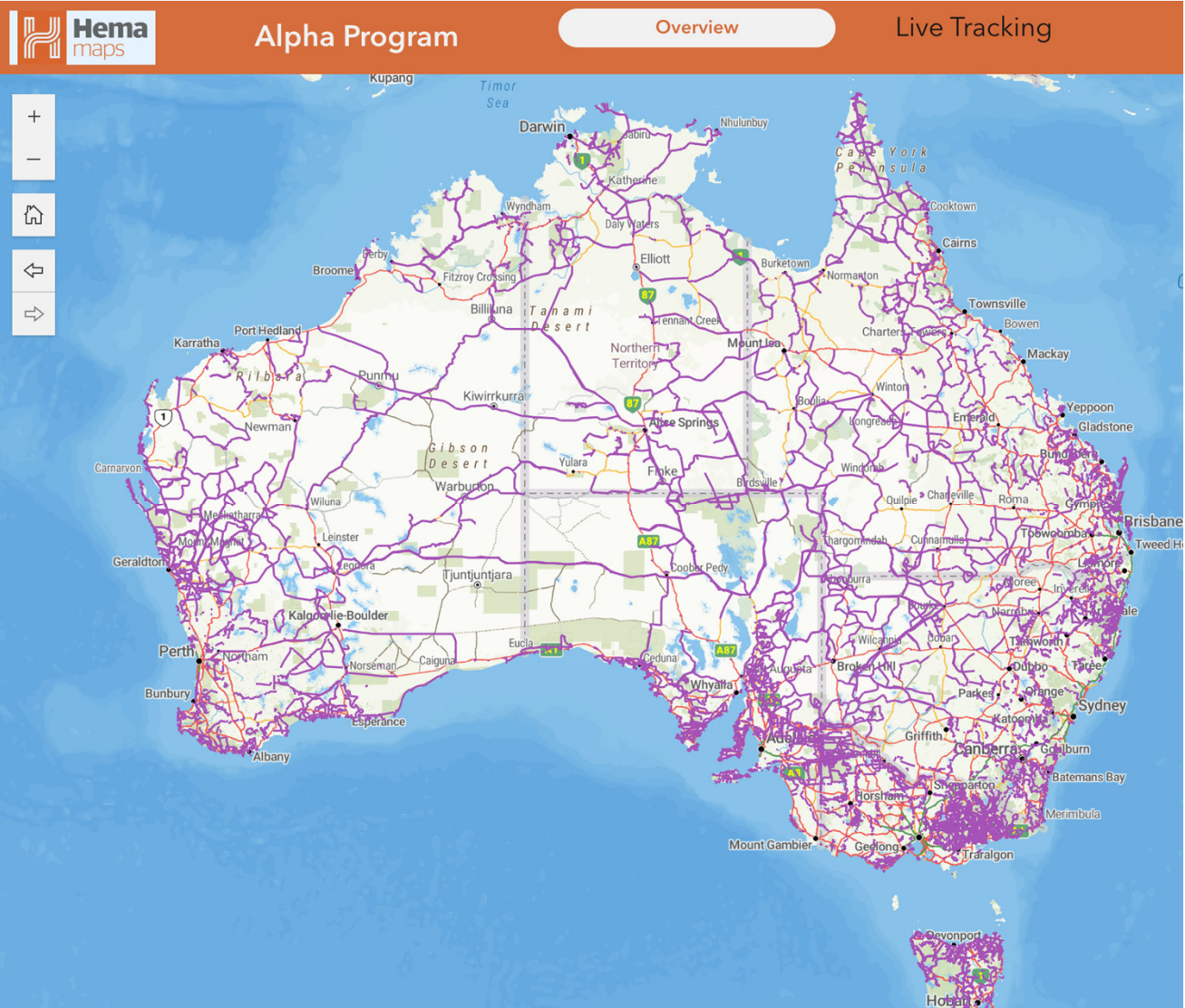




# Young Adventurers

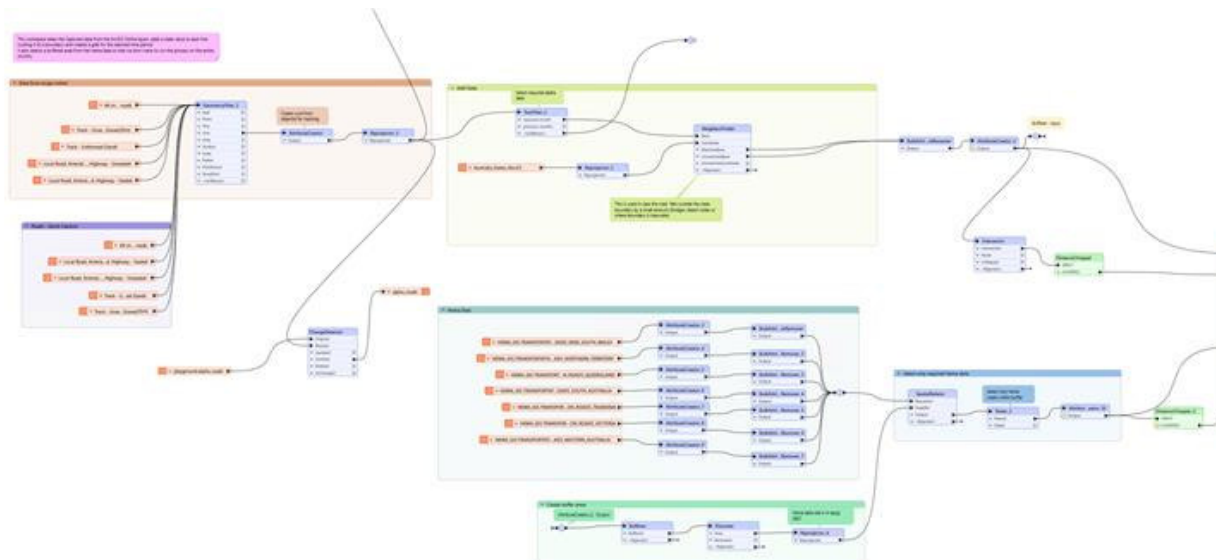
- Tech Savviness
- Hidden Gems
- Digital First Needs
- Low Cost travel







# HEMA DATA PROCESSING



**DELIVERING  
OUTPUT**



**Hema**





# THE HEMA MAP

- The Hema Map is the core IP of our business and provides a platform for people to explore from
- The Hema Map includes:
  - The combined Hema / HERE road dataset
  - Rich Points of Interest (POI) content layers
  - 'Track Notes' which help to explain use / access in specific areas
  - Rich cartography that represents national parks, indigenous areas, hazards and other landmarks in a meaningful way, the unique Hema Maps style.



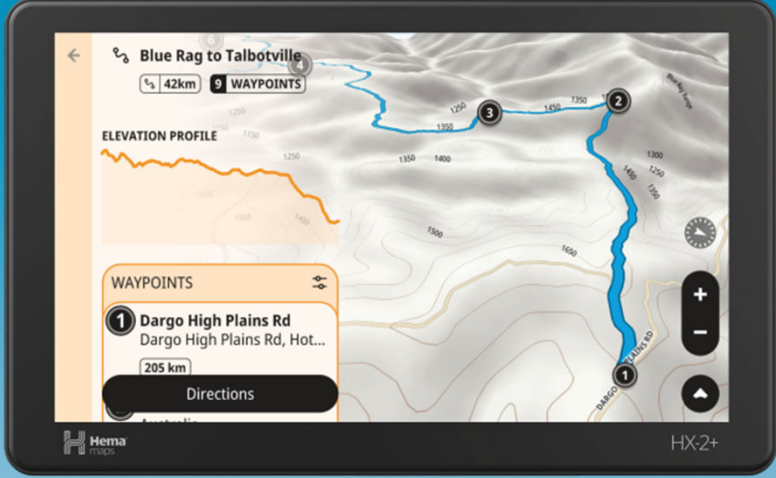


# OFFROAD NAVIGATION

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ON-ROAD



OFF-ROAD



THANKS



Hema

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