

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

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

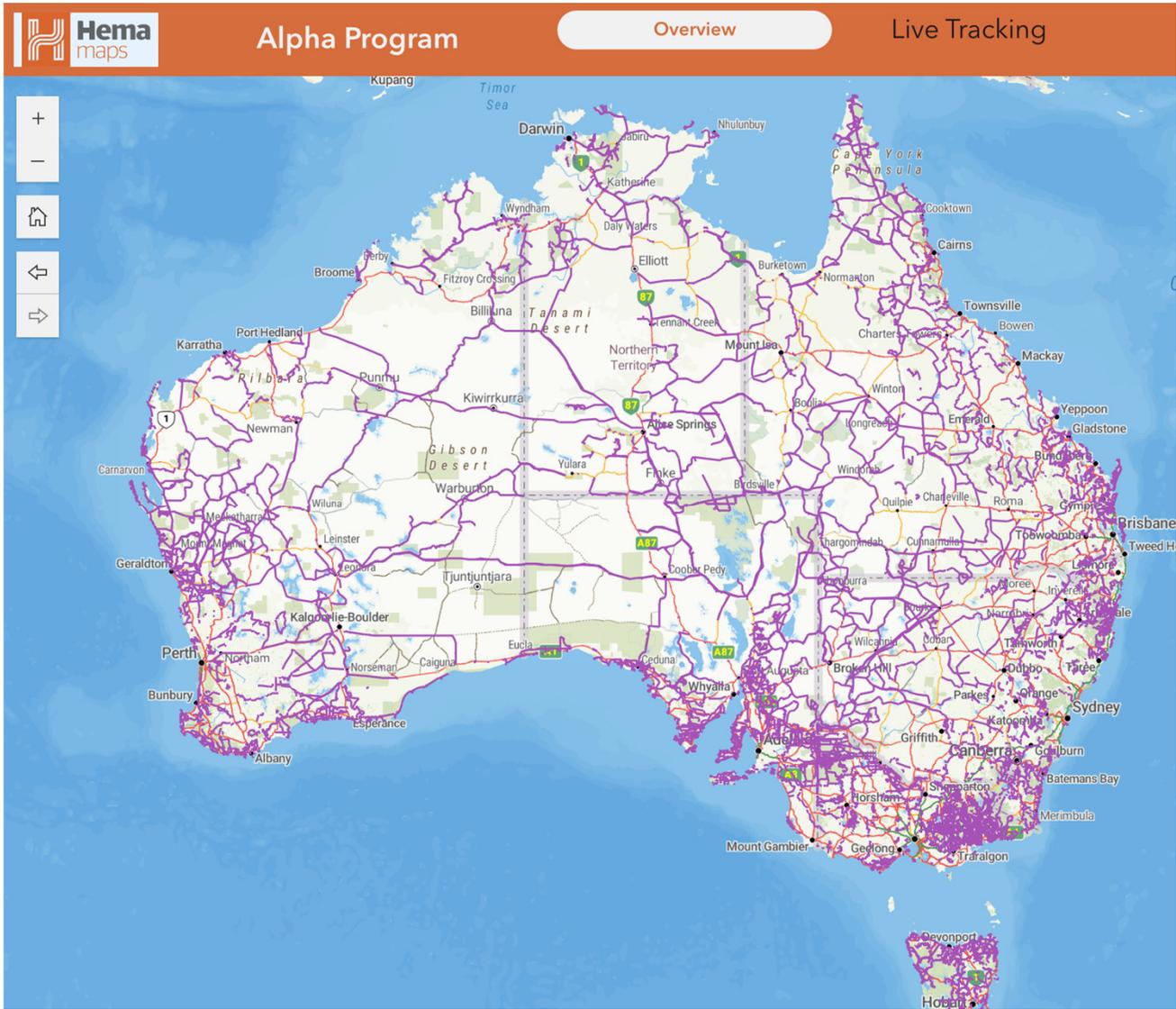




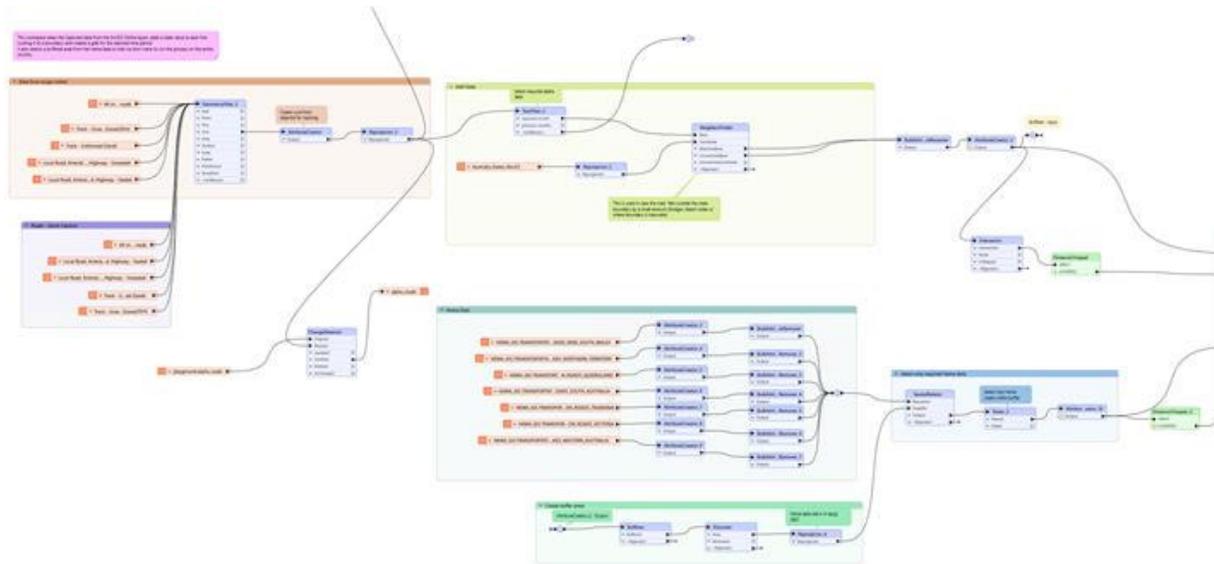
Young Adventurers

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





HEMA DATA PROCESSING



**DELIVERING
OUTPUT**



Hema



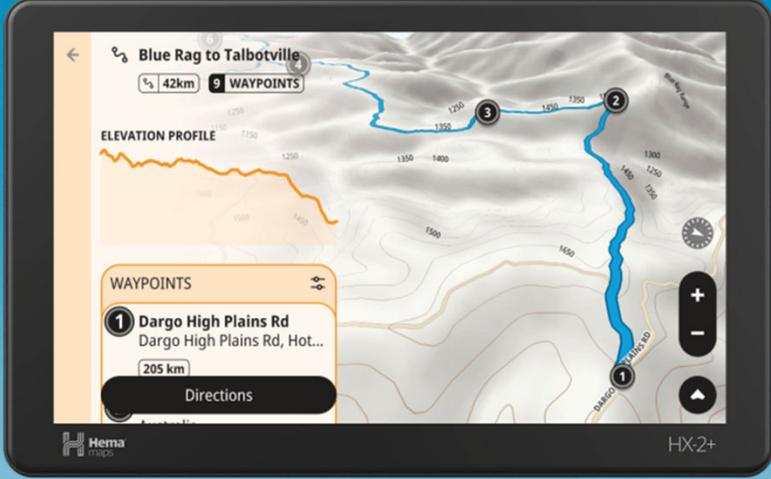
THE HEMA MAP

- 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





ON-ROAD



OFF-ROAD

THANKS



Hema

www.hemamaps.com

