

MEDIA RELEASE

Artificial Intelligence verifies solar sales leads in Australian first

*** Solar specialist 3Quotes harnesses Nearmap aerial imagery and AI to verify leads ***

*** Pilot shows 40% of leads convert to sale ***

July 14, 2021: Market-leading aerial imagery and artificial intelligence technology from **Nearmap** has been successfully used by Australian solar specialist **3Quotes** in an innovative pilot to verify leads generated for solar installers.

The results from the pilot show that more than 40 per cent of customer enquiries successfully led to the installation of a solar system. The research covered homeowners from across Australia and used Nearmap high-resolution imagery and AI data to locate new solar panels on individual homes.

Not only does the technology verify that the panels have been installed, but it also provides other valuable data in successfully verifying leads.

“One of the challenges for the solar industry has been the difficulty in proving the value of referral services. This pilot uses Nearmap and its market leading aerial imagery and Artificial Intelligence technology to provide certainty and solve that persistent problem. Even better is that the Nearmap technology was developed right here in Australia,” said Adrian Ferraretto, Managing Director, 3Quotes.

Nearmap is an ASX-200 technology company offering high-resolution aerial imagery and location intelligence software throughout Australia, New Zealand and North America. The AI technology developed by Nearmap is a world-leading image and object recognition product that combines data analytics and high-definition aerial imagery to provide deep insight to customers in many sectors including utilities, construction, insurance, and government. Machine learning models are applied on high-resolution imagery to detect changes over time in landscapes and cities with incredible accuracy.

Don Weigel, Vice President of Product at Nearmap said: “Seeing is believing. Nearmap assists clients across major industries to extract value and insight from our market-leading technology. We work hard to continuously enhance our image capture technology, software, hardware, and imagery processing technology to ensure we provide the best solution for our clients.

“There’s incredible potential for companies to use Nearmap AI. The results 3Quotes has achieved speak for themselves, and we’re thrilled to help solve an ongoing challenge in the solar industry.”

3Quotes has identified multiple uses within its business beyond simply verifying the quality of the leads it generates. The data can also be used to help determine future energy requirements as well as applications in lead scoring to further enhance the quality of homeowner enquiries in the future.

Notes for editors

High-resolution imagery is available to media on request.

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About 3Quotes Australia

3Quotes is an Australian comparison service for homeowners interested in the latest offers on green, energy-saving solutions for the Smart Home. With a majority of 3Quotes®’ solar customers also requesting energy storage solutions, the 3Quotes team believes the renewable energy market in Australia is about to turn to home-based renewable power generation, storage and electric powered vehicles (EVs) in a big way.

About Nearmap | nearmap.com

Nearmap (ASX:NEA) provides easy, instant access to high resolution aerial imagery, city-scale 3D content, AI data sets, and geospatial tools. Using its own patented camera systems and processing software, Nearmap captures wide-scale urban areas in Australia, Canada, New Zealand and the United States several times each year, making current content instantly available in the cloud via web app or API integration. Every day, Nearmap helps thousands of users conduct virtual site visits for deep, data-driven insights—enabling informed decisions, streamlined operations and better financial performance. Founded in Australia in 2007, Nearmap is one of the largest aerial survey companies in the world and is publicly listed in the ASX200.