



## Case Study - Story Links

1. **How Do I Identify 1100 Apartments In My Complex On Google Maps?**  
<https://support.google.com/maps/thread/7318017?hl=en>
2. **Incorrect Addresses Issue For EMS Dispatch**  
<https://www.firefighterclosecalls.com/incorrect-addresses-issue-for-ems-dispatch/>
3. **It's the Real World—With Google Maps Layered on Top – Wallstreet Journal**  
<https://www.wsj.com/articles/its-the-real-worldwith-google-maps-layered-on-top-11549807200>
4. **Last Mile Delivery And It's Challenges In India**  
<https://www.mahindralogistics.com/logiquet/pdf/white-papers-2018/IIMRAIPUR-RAIPUR-INVICTUS-CHALLENGE2.pdf>
5. **Learning to Decode Unstructured Indian Addresses**  
<https://medium.com/@kabirrustogi/learning-to-decode-unstructured-indian-addresses-c80ffcda2e84>
6. **Flipkart: Using Machine Learning to solve unique problems in Indian E-commerce**  
<https://digital.hbs.edu/platform-rctom/submission/flipkart-using-machine-learning-to-solve-unique-problems-in-indian-e-commerce/>
7. **India's Medical Miracle – The World's Largest Ambulance System**  
<http://stanmed.stanford.edu/2015fall/indias-medical-miracle.html>
8. **Automated Systems to Solve India's \$10B+ Addressing Problem**  
<https://blog.usejournal.com/automated-systems-to-solve-indias-10b-addressing-problem-9063190921ef>
9. **FOX26 News Fresno - Amazon Delivery Didn't Show Up? It Could Be Your Fault.**  
<https://kmpfh.com/news/local/amazon-delivery-didnt-show-up-it-could-be-your-fault>
10. **Here's How Flipkart is Using AI To Resolve India's Address Problem**  
<https://www.livemint.com/Companies/G12niFPALtvPjrxVexopL/Heres-how-Flipkart-is-using-AI-to-resolve-Indias-address-p.html>
11. **Exactly How Broken Is India's Last Mile Logistics?**  
<https://newsroom.shadowfax.in/exactly-how-broken-is-indias-last-mile-logistics-cbc34af75f7c>
12. **WCHS ABC 8 Eyewitness News / FOX 11 Facebook Story:**  
<https://www.facebook.com/eyewitnessnewscharleston/posts/10158326023282845#>

- 13. Palm Beach County Public Safety 9-1-1 Program Services Addressing Tips:**  
<http://discover.pbcgov.org/publicsafety/911/Pages/Addressing-Tips.aspx>
- 14. Valley News Moorhead Minn. NBC / ABC – Police Warn People About Numbers Not Being Visible On House, Mailbox:**  
<https://www.valleynewslive.com/content/news/Police-warn-people--559894211.html>
- 15. Hidden, Missing House Numbers Delay Emergency Response**  
<https://nebraska.tv/archive/gipd-hidden-missing-house-numbers-delay-emergency-response>
- 16. Emergency Crews Urge You To Have Clearly Marked House Numbers**  
<https://www.wyomingnewsnow.tv/content/news/Emergency-crews-urge-you-to-have-clear-house-numbers-470590123.html>
- 17. Can Emergency Responders Find You?**  
<https://www.ci.auburn.in.us/2019/01/08/can-emergency-responders-find-you/>
- 18. Why Is It So Difficult For Ubereats To Find My House?**  
[https://www.reddit.com/r/uber/comments/5bk4cz/why\\_is\\_it\\_so\\_difficult\\_for\\_ubereats\\_to\\_find\\_my/](https://www.reddit.com/r/uber/comments/5bk4cz/why_is_it_so_difficult_for_ubereats_to_find_my/)
- 19. Getting Food Delivered To Your Apartment Door.**  
<https://www.teamblind.com/post/Getting-food-delivered-to-your-apartment-door-C0gjfk0>
- 20. This Doordash Driver Hates Delivering To Apartments**  
<https://doordashdriver.blogspot.com/2019/09/doordash-driver-hates-apartments.html>
- 21. Sheriff's Office PSA Warns Madison Co. Residents About Proper Address Display**  
<https://www.wbbjtv.com/2019/07/23/sheriffs-office-psa-warns-madison-co-residents-about-proper-address-display/>
- 22. Why Your Home Address Must Be Visible – Youtube**  
<https://www.youtube.com/watch?v=YnNjXE3Ttcl>
- 23. Police Remind Homeowners To Keep House Numbers Visible**  
<https://www.fox29.com/news/police-remind-homeowners-to-keep-house-numbers-visible>
- 24. First Responders Need Visible House Numbers, Harlem Roscoe Fire Share Tips**  
<https://youtu.be/3B9NH8CiDew>
- 25. Help Emergency Services Help YOU, By Making Your House Number Clearly Visible!**  
<https://www.youtube.com/watch?v=kS-YMcFBVHE>
- 26. Brunswick Firefighter David Jester Shows The Importance Of Having Visible House Numbers On Your Home**  
[https://youtu.be/Hytfo\\_c\\_fV4](https://youtu.be/Hytfo_c_fV4)

**27. We Are Surrounded By Number...But Some Of The Most Important Ones Are In Front Of Your Home**

[https://youtu.be/2sRd2l\\_Zp6M](https://youtu.be/2sRd2l_Zp6M)

**28. Addressing The World, An Address For Everyone – Universal Postal Union White Paper**

<http://www.upu.int/fileadmin/documentsFiles/activities/addressingAssistance/whitePaperAddressingTheWorldEn.pdf>

**29. Cornell University – Addressing The Invisible**

<https://arxiv.org/abs/1811.07769>

**30. MIT Technology Review - Billions of people lack an address. Machine learning could change that**

<https://www.technologyreview.com/s/612492/four-billion-people-lack-an-address-machine-learning-could-change-that/>

**31. GIZMODO - Facebook and MIT Researchers Want to Use AI to Create Addresses for the Billions of People Who Don't Have One**

<https://gizmodo.com/facebook-and-mit-researchers-want-to-use-ai-to-create-a-1830753801>

**32. What Is The Right Addressing Scheme For India?**

<http://mitemergingworlds.com/blog/2017/11/22/what-is-the-right-addressing-scheme-for-india>

**33. Economic Impact Of Discoverability Of Localities And Addresses In India**

<http://mitemergingworlds.com/blog/2018/2/12/economic-impact-of-discoverability-of-localities-and-addresses-in-india>