



# HERE Technologies prepares Silicon Valley for a “New Reality” in marketing campaign

*Highlights how the HERE Open Location Platform and HD mapping capabilities enable businesses to be more efficient, cities to be safer and smarter, and emerging technologies to unlock their full potential*

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San Francisco – HERE Technologies, the global leader in mapping and location platform services, today launched its “New Reality” integrated marketing campaign, which highlights how HERE is preparing forward-thinking businesses, cities, developers and citizens for the digitally-driven society of today and tomorrow. By combining large volumes of different data streams through its Open Location Platform (OLP), including from sensors, LIDAR, and other location services, HERE provides highly-accurate 3D and HD maps that form a digital representation of the physical world.

The campaign ([here.com/newreality](https://here.com/newreality)) focuses on bringing to life the unique benefits of the OLP, including:

- **Knowing every inch of a city:** By combining multiple data sources and utilizing artificial intelligence to automate the map-making process, HERE classifies road features such as road boundaries, lane width and elevation, live traffic data, and even the condition of the road surface, generating new levels of precision in the densest of urban centers.
- **Navigating new highways (even in the sky):** HERE enables the creation of advanced 3D and HD maps with buildings, landmarks and roads at highly precise dimensions. This information is essential for machines to navigate everything from city streets to future drone highways.
- **Every car learning from every car:** HERE is the first in the automotive industry to deliver connected vehicle services based on live vehicle sensor data from multiple car manufacturers. On a global scale, the OLP turns data into contextual knowledge for cars and enables a safer driving environment for connected and autonomous vehicles.
- **A building that thinks:** HERE creates indoor maps and facility floorplans for easy management of any building. For example, HERE’s Smart Office suite of tools and advanced location intelligence improves the experience of facility managers, visitors and employees alike by helping to increase productivity, lower energy usage and manage space more efficiently.

The OLP is used to reimagine how vehicles move and communicate; how cities, infrastructure, and the inside of buildings are designed; and how industries can better serve their customers, from healthcare to retail services.

“We are living in a time of remarkable transformation. All notions of how people, goods and services move and interact are changing,” said Kristina Bohlmann, Senior Vice President, Marketing and Communications at HERE Technologies. “To support this progress, companies



and consumers alike need tools and solutions that can provide a better, more complete representation of our surroundings. With HERE, knowing every inch of a road, a building, a city and beyond, is fast becoming a reality.”

The New Reality campaign will first launch in the San Francisco Bay Area with outdoor, digital, radio and social activations. HERE is already working with multiple companies in the Bay Area, including Intel, NVIDIA, and Oracle to deliver technologies and solutions that are pivotal to the building of smart cities both in the U.S. and across the globe.

HERE is a privately held company backed by several investors: Audi, BMW, Bosch, Continental, Daimler, Intel and Pioneer.

#### About HERE Technologies

HERE, the Open Location Platform company, enables people, businesses and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and [www.here.com](http://www.here.com).

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