

HERE CONNECTS THE EDGE TO THE CLOUD THROUGH AN INTELLIGENT IN-VEHICLE SOFTWARE AND OPEN LOCATION PLATFORM, ENABLING AN END-TO-END SOLUTION

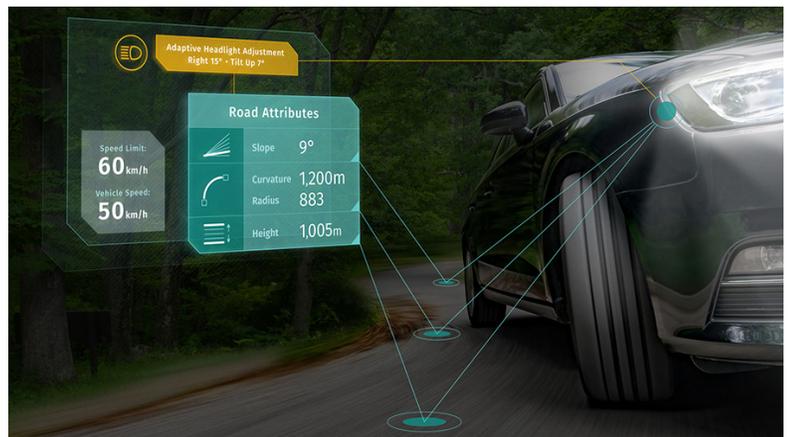
Leading up to and during CES, HERE unleashed a plethora of signed deals, including those with Microsoft, Intel, Tencent, NVIDIA, DJI, Mobileye, and Pioneer, and brought its location intelligence further into the world of the IoE with business and logistics solutions.

HERE LEADS WITH INTELLIGENT LOCATION INNOVATION

HERE continues to innovate, including at the core of the car, delivering future-proofed ADAS-embedded software solutions with predictive intelligence (without requiring driver intervention) as part of HERE's Highly Automated Driving (HAD) portfolio solutions. The services will dynamically update the road network and support driving decisions.

The new year brings multiple new customers to the HERE pipeline, including strategic navigation initiatives with NavInfo and Tencent, as well as a number of mobile RFQs in play now for global solutions. Sensor data will be unleashed across all regions with services that were shown in the majority of cars at the Paris Motor Show last year.

HERE's HD Live Map delivers self-maintaining capabilities with real-time network changes *via* over-the-air (OTA) updates for autonomous vehicles. Analytics include location-based driver behavior data. The cloud-based mapping asset can "see around the corner" as well as track and respond to dynamic incidents through live and augmented traffic services. The tremendous data generated from these connected vehicles will enhance the coming Internet of Mobility.

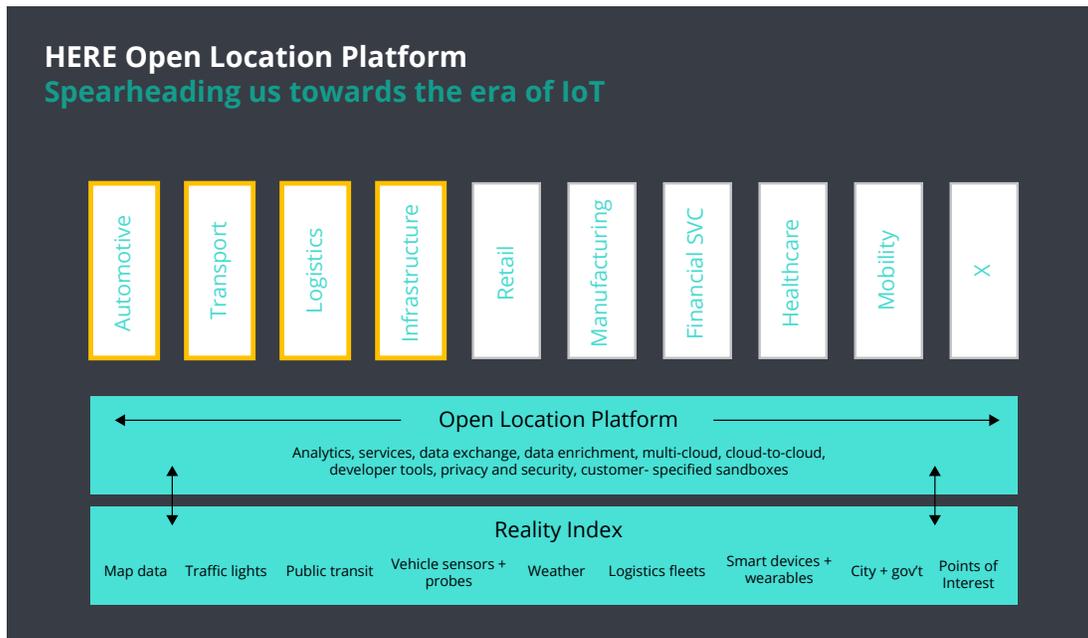


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HERE's core differentiator is its location-critical role, which will transcend automotive and expand into the larger world of IoE. New and evolving business cases are made possible through heavy IoE investments, which began in 2016 and will begin to commercialize this year.

Evolving verticals such as logistics, transport, and infrastructure will emerge with greater structure and value-add solutions. HERE's Mobile SDKs have been developed to drive the on-demand economy of logistics through support of optimized dispatch, complex and multi-modal routing, and accurate ETAs. The trajectory of IoE plans will continue to evolve and extend HERE's location intelligence into an entirely new class of services that benefit from the potential of location-driven solutions.

PARTNERSHIPS AND INVESTMENTS GROW EXPONENTIALLY



Source: HERE

Numerous recent strategic announcements for HERE as a partner of choice included Intel's 15% ownership with joint efforts for both automotive and IoE, as well as NVIDIA's collaboration on artificial intelligence technology for HD Live Maps. Baidu Maps will be utilized beyond China in 150 countries as part of HERE's geographic expansion strategy, as well as strategic partnership plans with Pioneer for integrated global mapping solutions, including first-time coverage to Japan. Mobility solutions will be extended through DJI, which will be leveraging HERE for its drone pilots.

December closed out with a bang through deeper partnerships with Mobileye on REM and an open location platform for crowdsourced HD mapping. NavInfo, Tencent, and GIC are investing and creating a strategic partnership with HERE and Microsoft has an expanded collaboration with HERE on next-generation location efforts. The year's end brought automotive OEMs Volkswagen and PSA Group benefits from digital platforms and autonomous driving enablers, respectively.

The collaboration mission continues this year with HERE's Open Location Platform inaugural services, offering real-time vehicle sensor data that consumes, manages, and scrutinizes, encoding location-related analysis for people, places, and things and the developing relationships across them. The solutions are branded as HERE Road Signs, HERE Hazard Warning, and HERE On-Street Parking. These services will be enabled across multiple automotive OEM makes and models from Mercedes-Benz to Audi to BMW. The services are available to third-party developers from a variety of industries and will be available to non-consortium members, and even non-OEMs. Additionally, it will be possible for the parties above to contribute connected car data without joining the consortium.

CONNECTING THE EDGE AND THE CLOUD TO IoT

HERE already moved well beyond industry verticals and is extending into the IoT with fleet management, telecom, utilities, consumer multi-modal urban transport, and wearables. In addition, HERE already serves healthcare and insurance management, telematics, and government and public safety, as well as retail mobile payments, geomarketing, and media. Diversity in its verticals, which leverages the power of intelligent location, will help build a strong portfolio and attract strategic partners across the supply chain and across industries.

HERE'S automotive services are uniquely synergistic. Its cloud offering effectively complements its edge play. HERE seamlessly connects the edge to the cloud through its intelligent in-vehicle software and its Open Location Platform, which enables and extends numerous global and diverse clients' end-to-end solutions.

Maps and location-based solutions will evolve along with the vehicle to support growing ADAS and eventually autonomous capabilities, providing not just guidance, but predictive intelligence. Technologies such as artificial intelligence, machine learning, and augmented reality will provide previously unimagined support of evolving transportation use cases. OTA updates will rapidly deliver, in some cases, real-time, value-add enhancements to both the vehicle and driver. Additionally, the user experience will dramatically change and even shared mobility options can become personal, adaptable, and linked to a variety of multi-modal transport options. This will create both enhanced quality of life as well as recurring revenue opportunities across the supply chain.

On-demand solutions including freight, last-mile deliveries, and business services have tremendous opportunity to be optimized for efficiency, connectivity, and transparency. This can include load balancing as a service, enhanced ETA, re-routing capabilities, and modality linkage from long-haul to last-mile. HERE's Mobile SDKs offer enterprise-grade, customizable solutions that provide real-time, secure updates to boost ROI.

The connected data sharing strategy championed by HERE continues to result in an impressive number of vehicles sold globally with the company's maps on board, now exceeding 100 million. A future is coming that is autonomous, on-demand, and near real-time. Those that thrive will be part of the solutions that connect goods from manufacturing to final delivery, and the public across a variety of transportation modalities that are personalized, adaptable, accessible, and easy to navigate.



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