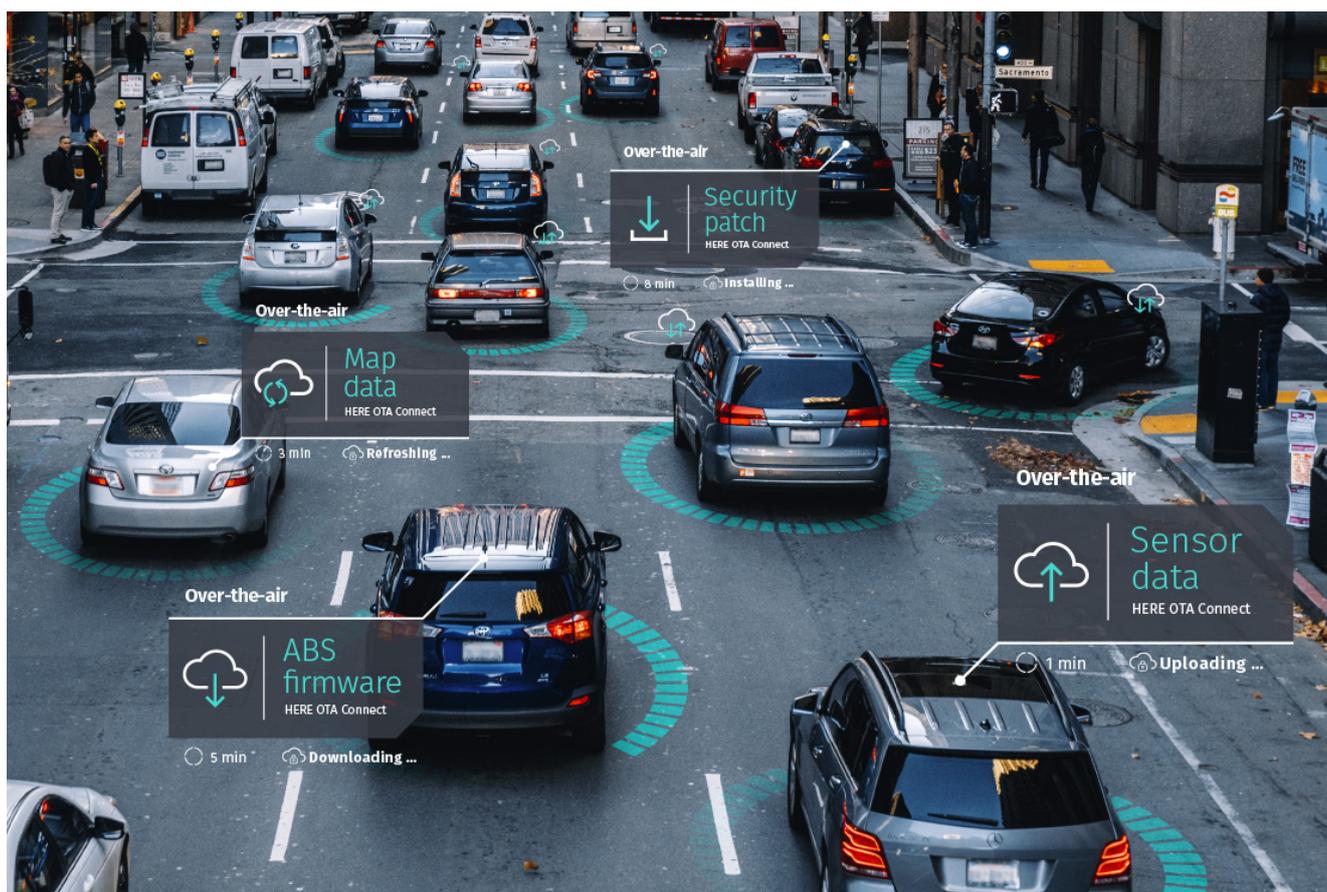


# HERE OTA Connect

## Enabling a new level of secure over-the-air software technology

HERE Technologies is offering automakers a valuable over-the-air (OTA) solution that reduces costs and opens new revenue streams. HERE OTA Connect is a highly secure, open OTA software management solution, designed specifically for the automotive industry to transfer data, software and firmware in a cost effective and scalable manner.

On the road to an Autonomous World, HERE OTA Connect provides flexibility that is critical in leveraging the full potential of connected and autonomous vehicles. This technology enables software-based vehicle updates and upgrades that can reduce costly recalls, introduce new on-demand functionality for user satisfaction and pave the way for new revenue opportunities inside of the vehicle. Secure OTA solutions are becoming a mandatory technology and a key enabler for the future of our industry, and HERE is your trusted partner.



Unlike other OTA solutions, this full-stack client/server software solution is ahead of the curve with the state-of-the-art Uptane security framework, featuring a microservice architecture and an open-source core. These unique attributes help address concerns around security and transparency, and offer greater flexibility. Built with an agile development process in mind, the HERE solution integrates seamlessly into any existing server infrastructure and the latest vehicle architectures.

HERE OTA Connect, which provides open APIs, give users the ability to create targeted update campaigns, monitor existing campaigns, and securely update map data, software and firmware inside a vehicle.

## Use cases

### Map updates:

HERE OTA Connect optimizes map updates through secure, incremental data transfers. This reduces costs and downtime for the vehicle, which is important for commercial fleets operators.

### Safety recalls:

Traditional safety recalls require a trip to the car dealer, which is costly for OEMs and inconvenient for owners. HERE OTA Connect gives OEMs the ability to remotely update millions of vehicles with new software and significantly reduce the potential impact of safety recalls.

### Functions on Demand:

HERE OTA Connect supports new on-demand functions and data-driven services. The introduction of software-based vehicle upgrades, whether permanent or temporary, are the foundation for new recurring revenue opportunities and business models.

### Autonomous driving:

Software is at the heart of the modern driving experience and the data infrastructure in the automotive sector is developing rapidly to support more advanced vehicles. HERE OTA Connect reduces the potential impact of vehicle hacking, allows autonomous vehicles to securely receive data from multiple sources for proactive driving maneuvers, and prepares OEMs for future cyber security regulations.

## Coverage

Available worldwide, HERE OTA Connect is designed for on-premise hosting and can be offered globally.

### ✔ Highly secure

To defend against threats, HERE OTA Connect utilizes Uptane, one of the first comprehensive automotive security frameworks available. Supported by the U.S. Department of Homeland Security, Uptane is a collaboration between researchers, regulators and the automotive industry to design a new standard for secure OTA updates.

### ✔ Industry focused

Developed according to the high standards of the automotive industry, HERE OTA Connect is a reliable, requirements-focused solution for connected vehicles. With a leading position in associations like GENIVI and Automotive Grade Linux, HERE continues to integrate innovative ideas into new products.

### ✔ Openly flexible

Modular, expandable and built on open standards and open source to ensure businesses have unlimited freedom to integrate and migrate data as they see fit. It is an agile solution for the mobility industry and companies looking to minimize risk and reduce liabilities.

### ✔ Future-oriented

HERE provides OEMs the means and control levers to design next-generation revenue models and services, while also meeting the growing privacy needs and in-vehicle experience customers expect.

### About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises 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 an enterprise 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).