HERE Location Services
Geocoding and Search
Fast and easy discovery of places and addresses globally

HERE Location services give access to geocoding and search functionalities for addresses and Places/POIs. This means translating an address into GPS coordinates such as latitude/longitude, resolving GPS coordinates into an address, and interacting with hundreds of millions of places worldwide can all be done through HERE’s all-encompassing Geocoding and Search service.

How the product works:
The service leverages a robust geocoding engine that understands complex relationships among locations, people and assets and provides effective ways to accurately pinpoint them on the map. It includes hyper-precise point addresses comprised of house number data for more than 270 million addresses in over 70 countries while enabling display of roof-top and navigable positions. Its flexible address entry supports full, partial or structured input, and utilizes an advanced matching algorithm to assure what’s entered accurately matches the map.

The POI/Places search and discovery is enabled through simple input text to search. Information such as the name and the type of POI, whether it’s a coffee shop or post office, for example is quickly provided, as well as a variety of ways to interact with it. The service also gives access to autosuggest functionality to provide fast suggestions as the user types for places, addresses, chain queries or category queries. Searching for either addresses or POIs/Places is also supported through one box search even when the address is incomplete.
Through its robust HERE platform environment, the service provides the flexibility for customer own POI data sets to be integrated into the search infrastructure and made available through mapping and location related queries. This also means businesses can easily digitize their services, control and manage their data, monetize their data and services, as well as integrate 3rd party data sets to improve the quality of their search and geocoding experience, analyze usage, increase their revenue margins and gain key operational insights.

Product features

Geocoding:
- Converts an address into lat/long
- Free form, structured and hybrid address input capability
- Point addressing: provides geographic coordinates of a navigable and display positions; precise house number data for over 400 million point addresses in over 102 countries and territories
- Administrative and postal code boundary shapes as multi-polygon coordinates; High-precision postal codes for US, Great Britain and Republic of Ireland
- Lookup ID’s for easy place retrieval
- Match quality indicator
- Location limited search with soft or hard geospatial filtering
- Places geocoding with integrated POI information in queries

Search data
- Rich database of ~120M POIs/places
- Daily data updates with fresh content
- Display of basic (e.g. name, address, category) and extended attributes information, including operating/open hours, URLs, contact and more
- Interact with POI: navigate to, get information, call, visit website, email and more

One box search
- Support for multiple query types input
- Querying by: place names, addresses (partial and complete, including postal codes), chains, categories, postal codes.

Autosuggest
- Provides suggestions for categories, addresses and places with fewer strokes
- Suggestions provided starting at one single letter
- Response language selection based on relevance to query
- Support for spatial and region filters

Bring Your Own Data
- Through HERE platform Workspace: integration of customer own POI data sets into the search infrastructure

About HERE Technologies
HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, 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 https://360.here.com and www.here.com.

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