




Unleash the power of location data with HERE Marketplace

Location Aware...Anywhere, Everywhere

Built on the industry's leading location platform, HERE Marketplace enables customers, partners and developers to understand and model the world around them by harnessing the power of location data

 **60+**
use cases

 **3 Million**
developer reach

 **90%** of US and EU in-nav systems depend upon HERE

Industries we serve

 Automotive

 Internet & media

 Retail


 Insurance

 Electronics

 Public sector & infrastructure

 Telecom & utilities

 Transports & logistics

 Real estate

 On-demand industry

HERE Marketplace provides access to data from HERE and 3rd parties. 100s of data signals have been packaged into 50+ data sets spanning 60+ use-cases. Some of the key data sets available in HERE Marketplace are below.*

 **HERE Road signs**

 **Parking events**

 **Road friction data**

 **Vehicle Lights Status**

 **Weather data**


 **Safety related traffic**

 **Vehicle Electric Range**

 **Vehicle Battery Status**

 **HERE Hazard warning**

 **HERE Road Rules & Regulations**

 **Probe as a Product**

 **Pay-as-you-drive Insurance**

 **HERE SD & HD Map content**

 **Road Intelligence**

 **Vehicle Fuel Status**

 **Vehicle Door Status**

 **Consumer spending (aggregate)**

 **Road Weather**

 **Vehicle Mileage**

 **Vehicle Window Status**

*Please note. This is not an exhaustive list of data sets.

The location data and technology platform

HERE Technologies is the leading location data and technology platform that accelerates transformation of data into business value in an efficient and scalable fashion. It includes data exchange, data modeling & visualization, application development, as well as technologies & industry solutions – from on-premise to the cloud. HERE is a privately held company with multiple shareholders: Audi, BMW, Bosch, Continental, Daimler, Intel and Pioneer.

HERE Marketplace advantages

Cross-industry Marketplace

HERE-Marketplace is truly a global location asset marketplace with cross industry data.

HERE can leverage its large customer base to create a cross-industry Marketplace, and seed the network effects (both supply and demand side)

Openness and Neutrality

Indiscriminatory, fair and open participation and access to HERE Marketplace to all market-players, incl. competitors

Neutral server an integral feature of HERE Marketplace

Data shared under creative commons

Proximity to HERE Workspace

HERE Workspace enables additional capabilities, such as, data visualization, location intelligence, and additional value-added services (e.g Data cleansing, Data standardization, Data management)

Availability of HERE Data

Marketplace gives access to SD and HD map content, and other sensor data-sets from HERE. HERE has global leadership in location data

Global footprint

HERE Marketplace has a global coverage incl. Japan

Value added services

HERE provides both technical and business-related consulting to the customers (both pre- and post sales), incl. match-making

HERE provides Professional services and a feature rich post-sales support

Accelerated transactions

HERE provides access to an unmatched ever-growing location-centric ecosystem with an ever-growing network effects

Tap into HERE global sales force to find right demand-supply. partners

Data control & privacy by design

Full control to data providers on data visibility and data sharing

Private and Public listings

HERE Marketplace covered by ISO 27001, SSAE SOC (Service Organization Control) Type 2 certified, GDPR and CCPA compliant

CCPA =California Consumer Privacy Act

A selection of HERE's partners and customers



Selected key facts & figures

- HERE is independently rated as the world's #1 provider of location intelligence (Counterpoint Research, Ovum, Strategy Analytics)
- 9,000+ employees in offices across 50+ countries
- 30+ years of location domain experience
- 200 countries and territories mapped, including China, Japan and South Korea
- 57 million km of roadways covered globally
- HERE maps on board of 150 million vehicles and counting
- 80bn API calls
- 60+ countries and territories with live traffic information
- 1,500+ cities with public transit routing in 50+ countries
- 125+ million places/points of interest
- Centimeter precision for high definition maps

For more information, please visit

▶ here.com

▶ developer.here.com

▶ 360.here.com

▶ linkedin.com/company/here

Want to talk? We do, too. [Get in touch here.](#)

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