

HERE Places Footprints

Real world footprints to improve Business Analytics, Search, and Navigation experiences

HERE Places Footprints establishes a direct association between HERE's proprietary data sets: HERE Places and 2D Footprints (aka building polygons). HERE Places Footprints associates the precise location of a business or a point-of-interest with its physical boundaries and building shape. This helps create more intuitive and engaging navigation experiences when searching for points-of-interest or arriving to the selected destination. HERE Places Footprints can support business operations and public agencies with time critical decision-making, as well as improve operational efficiencies and analytics with a geo-reference layer.



Benefit from widespread coverage of 15M Places Footprints in the USA, with coverage continuously expanding, both across North America and international markets, throughout 2019.

Get a precise representation of shopping centres, sports venues, restaurants, airports and more. Understand which POIs are within a given building

Product Features

- **Accuracy:** HERE Places Footprints is built on a proprietary IP that ensures a high level of accuracy
- **Precision:** POIs are associated to the actual building footprint rather than a generalized radius, allowing for a more visually engaging and intuitive user experience. We reduce overall file complexity to create a beautifully rendered shape, while retaining accuracy to reality

- **Content quality:** Places Footprints is based on HERE's own rich, fresh, and highly accurate navigation maps, Places and 2D Footprint data
- **Technical delivery:** GeoJSON
- **Updates:** Quarterly

Target Industry Segments

Automotive

For the automotive industry, HERE Places Footprint provides reliable information and the connected content relationship to support search, destination selection and guidance use cases, helping drivers arrive to the exact area of the shopping mall or the right entrance of large multi-tenant structures faster and easily, enhancing the quality of the navigation experience.

Retail/Commercial Real Estate

HERE Places Footprints can enable retail location and display to guide customers to a selected area in large department stores, to a retail outlet within a shopping mall or to position a new outlet near other popular retailers increasing traffic and sales opportunities. Real estate developers can use this content for commercial space allocation among shops, offices, services, restaurants, and other amenities. For franchises, Places Footprints can be a valuable tool to define territories.

Fleet Management/Logistics

Places Footprints can be instrumental to optimize route planning last mile delivery, getting shipments to the doorstep of the desired destination within large commercial or industrial complexes (shopping centers, warehouses, logistics hubs, airports, ports, train stations, hospitals, universities, etc.) faster and with fewer errors. The results are increased efficiency and customer satisfaction, shorter transit times, and improved cost structures.

Government/Rescue/Public Safety

HERE Places Footprints content can be a valuable resource for public safety agencies, to assist in providing the precise location and guidance to Places located within a multi-tenant building (airports, stadiums, university campuses, malls, train/bus stations, etc.), during emergency situations like natural disasters, evacuations, disaster recovery or terrorist threats.



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 getting 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>