



# HERE and Microsoft expand collaboration on next-generation location-based services

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Eindhoven, Netherlands – Microsoft has selected HERE, the Open Location Platform company, as its largest global provider of map data and services as part of a multi-year strategic commercial agreement between the two companies.

## Agreement builds on long-standing collaboration

The agreement extends the companies' long-standing collaboration, enabling Microsoft to integrate HERE's data and services into Microsoft's Bing Maps platform that powers Bing.com, Cortana, and many other Microsoft services, and into Microsoft's Bing Maps API offered to developers through the Azure Marketplace. The agreement also permits Microsoft's expanded use of HERE data and services in connection with in-vehicle productivity scenarios.

"Our goal is to enable global access to the best mapping and location services for consumers and businesses," said Bruno Bourguet, SVP, Sales & Business Development, HERE. "We are therefore delighted to extend our partnership with Microsoft, supporting its product innovation into the future."

In addition, Microsoft users will benefit from HERE platform services such as real-time road traffic flow and live public transit data, as well as regular map updates made by HERE.

Tens of thousands of developers and companies use the Bing Maps APIs\* to enable store locator maps, asset tracking and other location services. With the expanded agreement, companies and developers will also benefit from HERE's service and data improvements.

"Bringing the highest quality maps and geographical services to our consumers and developers is of paramount importance to Microsoft. HERE continues to be an industry leader and geospatial innovator and by expanding our long-standing partnership with HERE, we will continue to bring benefits to our customers," said Jordi Ribas, Corporate Vice President, Bing Program Management, Microsoft.

*\* Information on Bing Maps is available at <http://microsoft.com/maps> or through Azure at <http://azure.microsoft.com/en-us/marketplace/partners/bingmaps/mapapis/>*

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## About HERE

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>