



HERE earns top spot in Strategy Analytics' 2017 mobile location-based services benchmark study

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Amsterdam, the Netherlands – For the fourth year running, HERE Technologies, the Open Location Platform company, earned the number one spot in Strategy Analytics' [Mobile Location Based Services \(LBS\) benchmark study](#).

In the annual assessment of global location-platform market leaders*, HERE has outscored the competition across map and navigation country coverage, indoor venue coverage, visualization, offline map capability and in-vehicle connectivity.

HERE has taken the lead in most categories, offering map updates on a weekly basis since 2015, enhancing the [Reality Index™](#) and addressing the real-time demands of assisted and autonomous driving.

Nitesh Patel, Director, Strategy Analytics commented: “We were impressed with HERE’s vision for the broader location opportunity and its approach to engage location-data providers beyond the automotive market through its Open Location Platform (OLP). HERE remains the leading mobile location platform and has improved in areas such as place search, social and community, and indoor navigation. Strategic partnerships in China and Japan will create growth opportunities in these markets, while it is also targeting other sectors.”

Edzard Overbeek, CEO of HERE Technologies, said: “We are honored to see the hard work of everyone at HERE to build the most complete location platform be recognized by independent experts like Strategy Analytics. Driven by our vision of enabling an autonomous world for everyone, we are strategically broadening our capabilities and access for all industries to create valuable innovations through our global marketplace for location data, analytics and services.”

*Vendors reviewed were Apple, Google, HERE and TomTom.

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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