HERE partners with U.K.'s Citi Logik to help cities analyze urban movement

- *HERE Real-Time Traffic and Speed Data now integrated within CitiAnalytics SaaS solution*
- *Collaboration designed to help cities manage their environments dynamically without relying on hardware infrastructure*

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HERE Technologies, a global leader in mapping and location platform services, today announced a partnership with Citi Logik, a U.K. mobility analytics company, to integrate its highly accurate HERE Real-Time Traffic and Speed Data into Citi Logik's SaaS solution CitiAnalytics.

As smart cities develop and grow, the need to monitor, analyze and manage urban movement becomes more important to better understand the interactions between people, transport and the built environment. CitiAnalytics is a web-based, real-time city analysis tool that enables cities to better understand congestion, traffic counts, people movement and pollution. The tool is derived and based on underlying Internet of Things (IoT) data sources, including mobile phone data, now complemented by the comprehensive GPS data from HERE. By combining various data sources, the tool helps cities manage their environments dynamically without relying on traditional hardware-based infrastructure.

HERE Real-Time Traffic provides the closest thing to a live depiction of the road. It aggregates and analyzes data from a sophisticated mix of sources, including high-quality, rich vehicle sensor data from a range of automotive OEMs. The result is best-in-class accuracy in the depiction of real-world traffic conditions.

HERE Speed Data delivers vehicle speed information from the comprehensive database of trillions of GPS probe data points that HERE has built over time. It covers three years of historic data for better traffic analytics.

"We are excited about the opportunities that the partnership with HERE Technologies will offer," said John Rands, CTO at Citi Logik. "We believe that the combination of speed data from HERE and our experience with other IoT sources will provide cities across the world with a powerful, cost-effective means of understanding their cities and improving outcomes for citizens and businesses."

"Increasing levels of urbanization create the need for cities to better predict, manage and plan future urban movement. Accurate real-time traffic and historical speed data play an important role for this", said Dieter Lange, Director Sales EMEAR at HERE Technologies. "We're happy to collaborate with Citi Logik, because they understand the value that data

from different, complementary sources and its analytics can provide cities to improve urban planning, relieve congestion and curb pollution for better quality of life."

CitiAnalytics is currently available in the U.K. and is targeted at all cities and local authorities in the U.K., with plans in place to launch the technology internationally as well.

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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.

About Citi Logik
Citi Logik provides insight into the way people move on foot, in a vehicle or by train. We have developed new ways of identifying and analysing demand activity, which we apply to complex spatial challenges in the sectors of Transport, Intelligent Mobility, Smarter Cities, Retail & Advertising, and the Built Environment. We are a British technology company established in 2011 with funding from the UK Technology Strategy Board to develop demand insights and predictive analytics derived from anonymised mobile phone network data in compliance with UK data privacy laws and GDPR 2018.