



Press Release / 1 (2)

HERE strengthens technology collaboration with Samsung

Interfaces from HERE will power many Samsung apps and experiences on Samsung Connect Auto

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Berlin, Germany – HERE, the location cloud company, has extended its technology collaboration to Samsung's new connected car ecosystem. The collaboration was announced during a special connected car event hosted by Samsung during Mobile World Congress.

HERE will make its REST APIs for maps, geocoder, and traffic, among others, available to third-party developers via the Samsung connected car ecosystem. Using these, developers will be able to create location-enabled applications and services that pair with a range of connected devices from Samsung, such as the new Samsung Connect Auto. Plugging into the vehicle's standard diagnostics port, Samsung Connect Auto turns any vehicle into a connected car and enables intelligent features such as driver safety alerts, fuel efficiency monitoring and field workforce and fleet management for enterprise customers.

"HERE has long been delivering location technologies for the automotive industry. We're delighted that as part of our technology collaboration, developers will be encouraged to use HERE APIs to build services for our connected car solution," said Mok Oh, Vice President, Service R&D, Mobile Communications Business at Samsung Electronics.

"We are excited to expand our cooperation with Samsung," said Bruno Bourguet, Senior Vice President, Sales & Business Development at HERE, "Samsung turned to HERE because it wants to give developers access to high quality map and location services. We have compiled our map data to meet the exacting standards of the automotive industry, and are pleased that it will now be accessible for developers working with connected devices from Samsung." Samsung has also selected REST APIs from HERE to power its own first party apps and experiences for Android devices starting with "Find My Mobile."

Find My Mobile is a built-in security system available across all Android-operated Samsung devices. If a phone is lost or stolen, customers can use Find My Mobile to track its location online, make it ring to help find it and even remotely lock the device or wipe sensitive data.

HERE also provides the end-to-end location platform and SDK for Samsung's Tizen OS, designed the native map experience for the Z3 device and powers the turn-by-turn navigation app on the Samsung Gear S and Gear S2.



Press Release / 2 (2)

To read more about the Samsung experiences that HERE helps power, please visit [HERE 360](#).

Media Enquiries:

HERE Communications

[https://company.here.com/newsroom/contacts/
press@here.com](https://company.here.com/newsroom/contacts/press@here.com)

About HERE

HERE, the location cloud company, enables rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. HERE is backed by a consortium of leading automotive companies. To learn more about us, including our work in the areas of connected and automated driving, visit <http://360.here.com>.