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HERE rapidly advances connected driver experiences

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HERE, a leader in navigation, mapping and location experiences, and BMW AG announced a collaboration to create connected driver experiences at the forefront of automotive technology. At the Consumer Electronics Show this week, they will demonstrate the first results of their joint work, which rapidly advances in-car systems to keep pace with the consumer electronics industry.

HERE and BMW combined world class car engineering and software development to develop a suite of location-based services for the connected car and integrate cars into modern urban transport systems. Experts from the two companies worked closely together to develop these nascent driver services, rooted in highly precise and dynamic location information, in just one year.

Visitors to the HERE booth at CES can experience BMW "Intelligent Drive", which uses the most sophisticated capabilities of the HERE location cloud to personalize in-vehicle technology, including:

- smart recommendations for parking and fuel;
- sharing your destination and estimated time of arrival; and
- safety alerts for hazards, speed restrictions and traffic.

HERE will also show a customized companion app for BMW running on iOS and Android that will keep drivers connected from the moment they plan their trip to the last mile. It will help drivers find their parked car, and their favorite destinations will already be waiting for them in their in-car navigation system when they arrive. Other app features such as pedestrian navigation, local search and augmented reality will help drivers reach their final destination after they park the car.

BMW's CES showcase uses HERE technologies such as routing, traffic and venue maps to develop additional applications for Smart TVs, as well as smartwatches and other mobile devices.



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"We believe consumers are looking for more than just a smartphone on wheels," says Ogi Redzic, HERE's senior vice president, connected driving. "HERE, which sits at the intersection of the consumer and automotive industries, can help automakers act quickly to radically upgrade the driving experience into a truly connected one, that consumers want and expect."

Bruno Bourguet, senior vice president of sales at HERE, added, "We provided the first map for BMW GPS navigation systems in 1994. As cars and drivers get increasingly connected we are extremely proud to deepen our collaboration to delight the BMW customers inside and outside of their vehicles."

The comprehensive connected car solution from HERE and BMW will be on display at the Consumer Electronics Show in Las Vegas at booth CP2.

For more information, please visit the [HERE 360](#) blog.

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About HERE

HERE, a Nokia company, is a leader in navigation, mapping and location experiences. We build high-definition (HD) maps and combine them with cloud technology to enable rich, real-time location experiences in a broad range of connected devices – from smartphones and tablets to wearables and vehicles. Leading brands including BMW, Daimler, Microsoft, Samsung and Toyota trust HERE to provide mapping services for their customers. To learn more about HERE, including our work in the areas of connected and autonomous driving, visit <http://360.here.com>.

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