



HERE powering maps for Baidu outside of China

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HERE, a leader in navigation, mapping and location experiences, today announced that it has teamed up with Baidu, the leading Chinese language Internet search provider, to power its new desktop and mobile map services outside of China.

Baidu's location services enable the fast growing number of Chinese globetrotters to plan their trips at home ahead of time and find their way on the go.

HERE is the only dedicated location company with global reach in the market today. It has the best map in the world, covering nearly 200 countries and including turn-by-turn navigation for 118 countries. HERE makes around 2.7 million changes to its map every day resulting from advanced collection vehicle data and its highly-trained team of cartographers, as well as information gathered from tens of thousands of other sources.

"Every day, millions of people count on HERE to explore the world and discover new places whether at home or on the go," said Bruno Bourguet, SVP and Head of Sales, HERE. "Together with Baidu, a new customer for us, we want to help the growing number of Chinese tourists get the most from their travels."

Both the desktop version of Baidu Maps as well as the mobile apps for Android and iOS currently extend their territory coverage beyond Mainland China to Taiwan first, with other countries or territories to follow at a later stage.

Media enquiries
press@here.com

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>.

HERE Deutschland GmbH
Invalidenstr. 116
10115 Berlin, Germany
T +49 0 30 28 873 304

HERE Deutschland GmbH
Sitz der Gesellschaft: Berlin
Amtsgericht Charlottenburg, Berlin
HRB 106443 B

Geschäftsführer:
Michael Bültmann
Robertus A. J. Houben
here.com