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HERE wins top spot for mapping and traffic in Ovum Location Platform Index

22. Jun 2015
Berlin, Germany

Market leading research and consulting firm Ovum awarded HERE the top spot in mapping and traffic data in its most recent semi-annual Location Platform Index.

Ovum gave HERE an overall score of 8.02 and the clear number one spot in its 'completeness' index, which rates the overall capabilities of providers in the location-based services market.

The score reflected HERE's leadership position in mapping data, traffic and signage information, the feature set of its location platform, the ability for customers to access data across different devices, as well as its applicability across different industries.

"HERE's customer footprint spans the automotive, enterprise and consumer domains, giving it tremendous reach. That and its high score for completeness places HERE firmly in the Leaders category of Ovum's Location Platform Index," said Neha Dharia, Senior Analyst at Ovum.

HERE maps draw on 30 years of cartography experience and over 80,000 sources of data. HERE has maps in 196 countries, turn-by-turn navigation for 118 countries and transit maps and routing for public transit in over 970 cities worldwide.

Many of the world's leading automotive, enterprise and Internet companies trust HERE map data and platform services to run their businesses. For example, HERE is one of the few mapping companies that collects dedicated truck-specific road attributes for trucking companies.

In addition, HERE has made its HERE app available to consumers around the world. HERE launched the app in the Google Play app store in December and in the Apple App Store in March, with more than 8 million downloads to date.

Media enquiries:



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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. 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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