

HERE maintains pole position in Strategy Analytics' mobile location-based services 2016 report

Eindhoven, Netherlands – For the third year running, HERE, the Open Location Platform company, secured the number one spot in Strategy Analytics' annual mobile location based services (LBS) [benchmark study](#).

Strategy Analytics assessed global providers* of location-based services across eight key metrics, focusing on those providers' relative strengths and weaknesses in supporting both own-branded and third-party branded mobile location-based services.

Nitesh Patel, Director, Strategy Analytics commented: "Showing strengths across all category areas, HERE is placed well for future growth opportunities as the mobile location services market continues to evolve, while the company's ownership by car-makers will enable it to leverage its strength in the automotive industry across all digital platforms, including mobile. HERE continues to lead in platform reach, in-vehicle connectivity, indoor coverage, offline connectivity and visualization in addition to mapping and navigation scale."

"To be recognized by independent experts like Strategy Analytics for our leadership across the full spectrum of location services is gratifying for the whole team at HERE," said Edzard Overbeek, HERE CEO. "Today, HERE is building on this foundation and accelerating investment in new platform capabilities that will give developers and partners even more opportunities to bring location intelligence into their apps, products and services."

**Vendors reviewed were Apple, Google, HERE and TomTom*

About HERE

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 getting 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>.

About Strategy Analytics

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