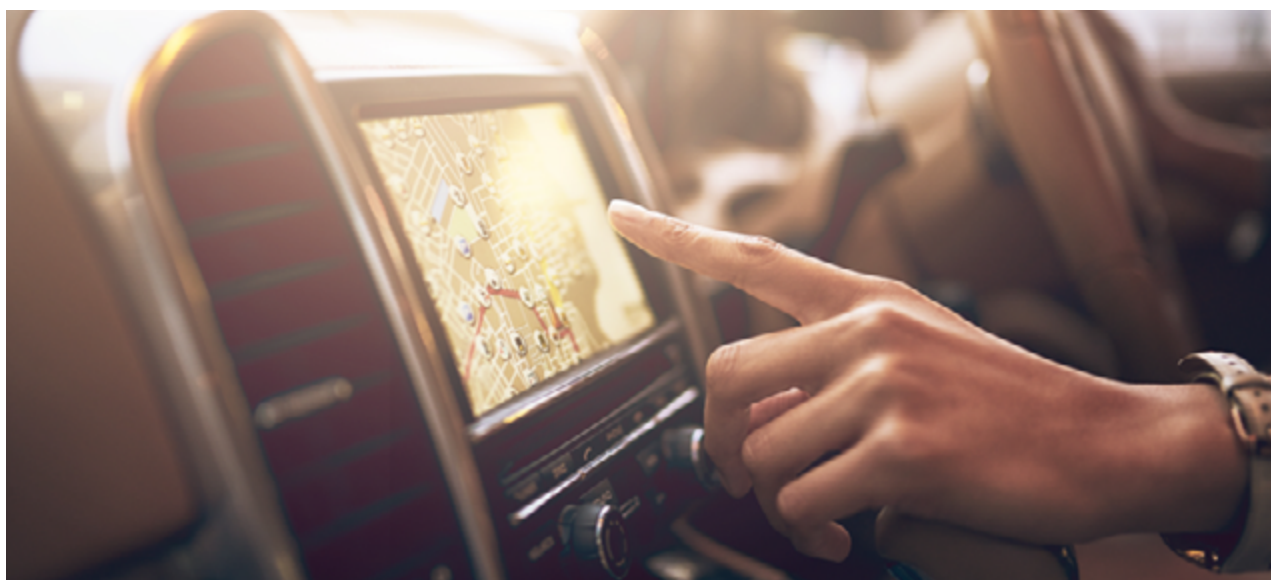




HERE Places Extract

Up-to-date data on real-world places for maps

HERE Places Extract provides up-to-date information about real-world places to enrich mapping solutions. It offers precise address information for points of interest (POI) alongside additional details like opening hours, services offered, and accepted payment methods. HERE Places Extract provides on-demand delivery so customers can retrieve up-to-date place information when they need it, rather than wait for a quarterly release cycle. Solution providers can then offer an accurate representation of the real world to users, enabling them to search easily for POIs in a given place.



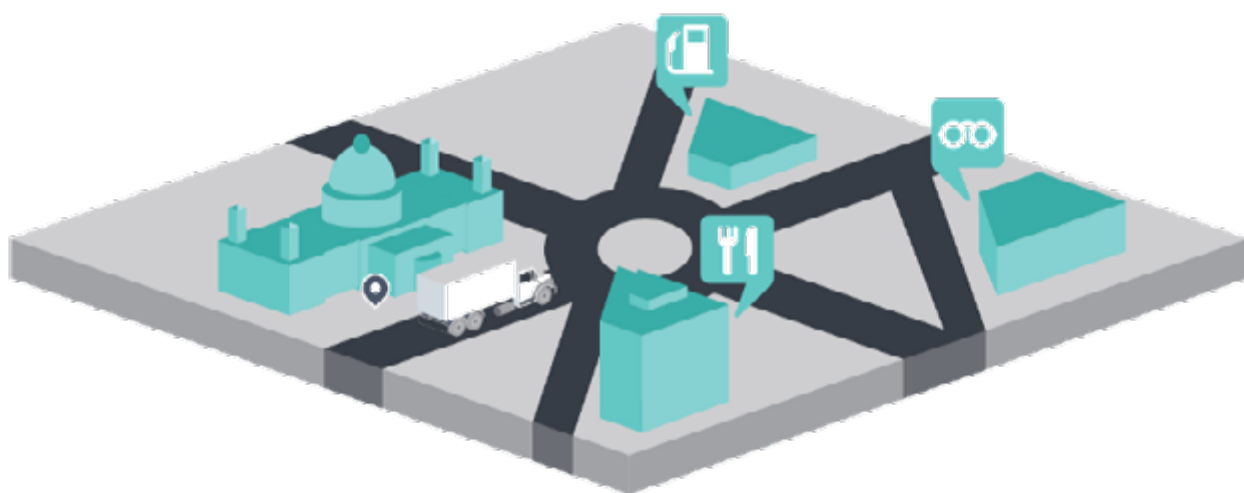
HERE Places Extract makes life simpler across multiple industries. Users of routing and navigation solutions – including commercial fleets - can search and select destinations with ease, identify where they are and what's around them. It can also underpin geo-marketing by helping to identify suitable locations for outdoor advertising and to develop campaigns around selected businesses or services.

Customers also have the choice to request all of the places in a specific region, in a single country, or to create custom datasets from any of the available countries. Filtering by category in HERE Places Extract enables customers to match specific product use cases.

How does it work?

HERE Places Extract gathers together POI data from a variety of sources. The service validates these data to guarantee real-world and digital locations are correctly matched. Machine learning and training data are then used to calculate the accuracy of the POI content. This calculation is based on supplier and attribute quality. The resulting attribute is a quality score between 1-5 that enables the filtering of content for specific use cases.

HERE Places Extract enables self-service, on-demand, 24/7 access to content via the HERE Places Extract Portal. Places data, which is offered in the XML format, helps customers with late stage binding that provides the flexibility to integrate places data much later in the compilation process.



Differentiators

Global reach: More than 110M points of interest listed, with the HERE Places Extract available in 196 countries.

Fresh content: Ingestion, processing and data publishing is fully automated in real-time with daily updates.

Rich data: Access more than 400 categories (banks, restaurants, etc.) and more than 260 attributes (opening hours, cuisine type, etc.)

Highly accurate: Places content is more than 85% accurate as it keeps up with real-world changes.

On-demand service: Places data is made available 24/7 through the HERE Places Extract Portal.

Customizable datasets: Data extracts can be compiled by category, geography, update cycle and quality score.

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit 360.here.com and www.here.com.

Want to talk? We do, too. [Get in touch here.](#)

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