



# We are HERE

Enabling the Autonomous world

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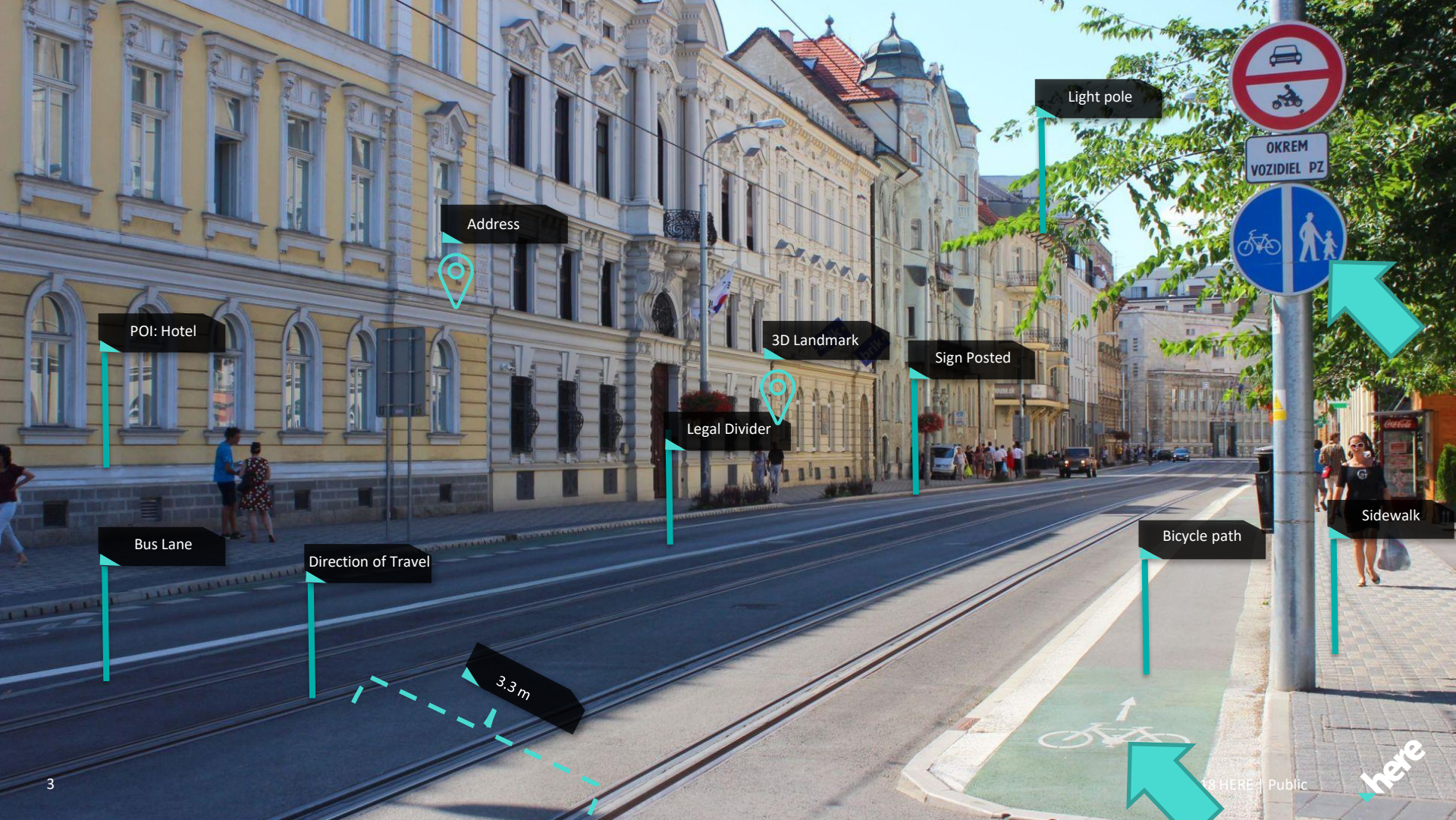
HERE Technologies



OKREM  
VOZIDIEL PZ



here



Address

POI: Hotel

3D Landmark

Legal Divider

Sign Posted

Light pole

Bus Lane

Direction of Travel

Bicycle path

Sidewalk

3.3 m

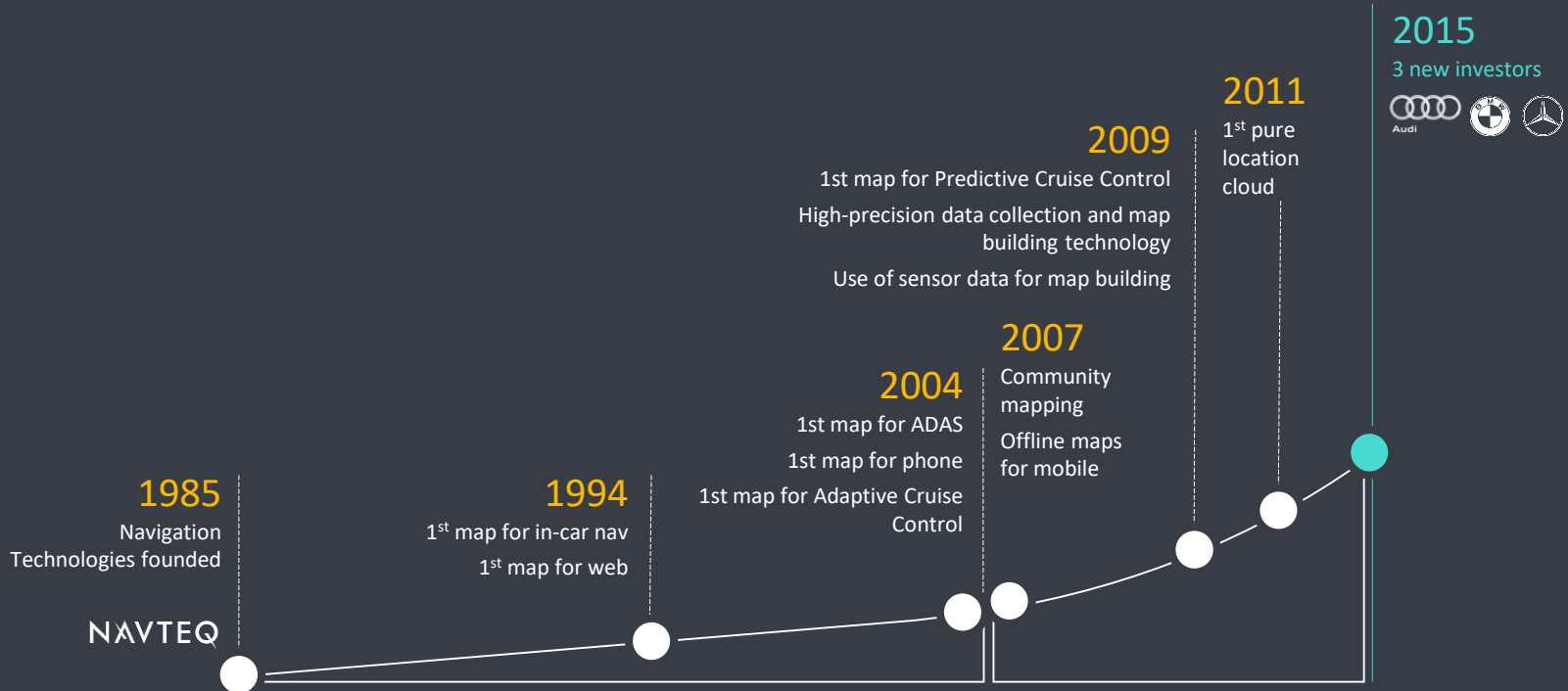


OKREM VOZIDIEL PZ

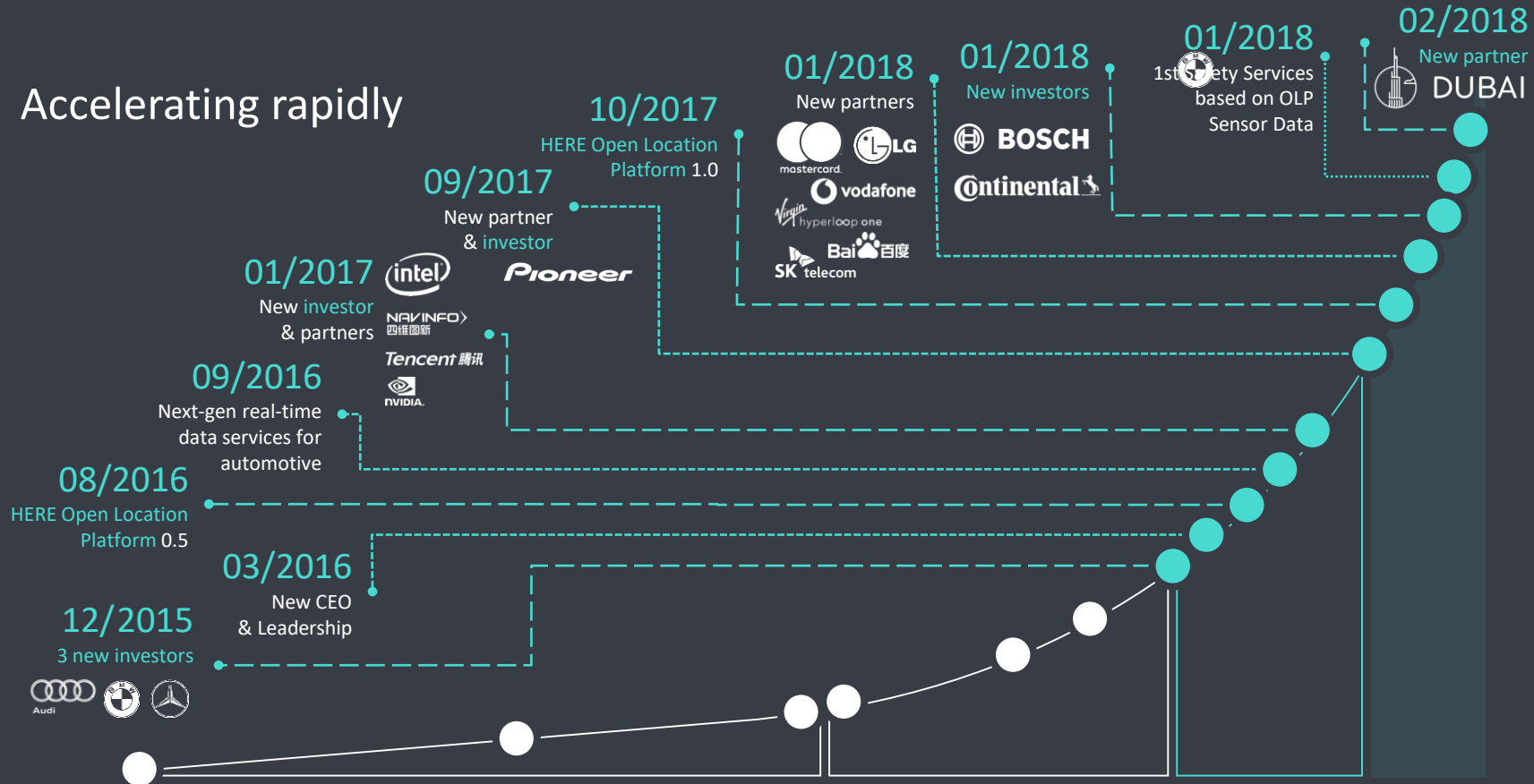


here

# A history of transforming maps into location technology



# Accelerating rapidly



# HERE in numbers



Countries mapped

8,000+



Employees in 56 countries  
focused on delivering the world's best  
map and location technologies

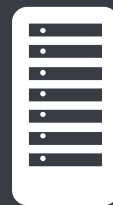
HERE Maps on board of

100M

vehicles and counting

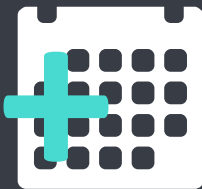
28

TB map data



collected  
per day

30+



Years of  
experience  
transforming  
location  
technology



In-car  
navigation systems  
in Europe and North  
America use HERE  
maps

4 of 5

400

+ HERE cars  
collecting  
data for  
maps



700,000



3D data points  
per second per car

HD Live Map covering

600k+ km

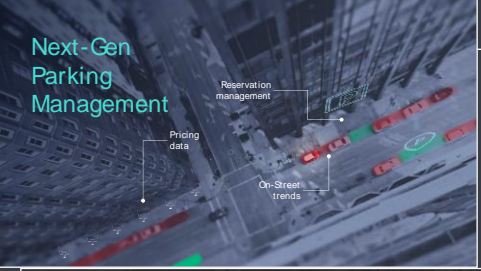
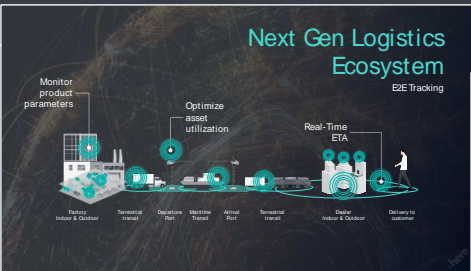
for Autonomous Driving



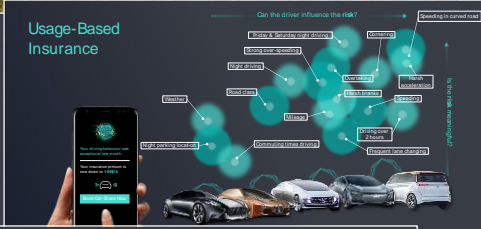
Enabling an autonomous world  
for everyone

# Society needs to solve fundamental challenges

**1.7x** The speed of our global consumption is higher than earth's resource recreation.  
**What if we made society efficient enough to require only half of that?**



There are traffic accidents across the planet every year. **60 million**  
**What if there were none?**



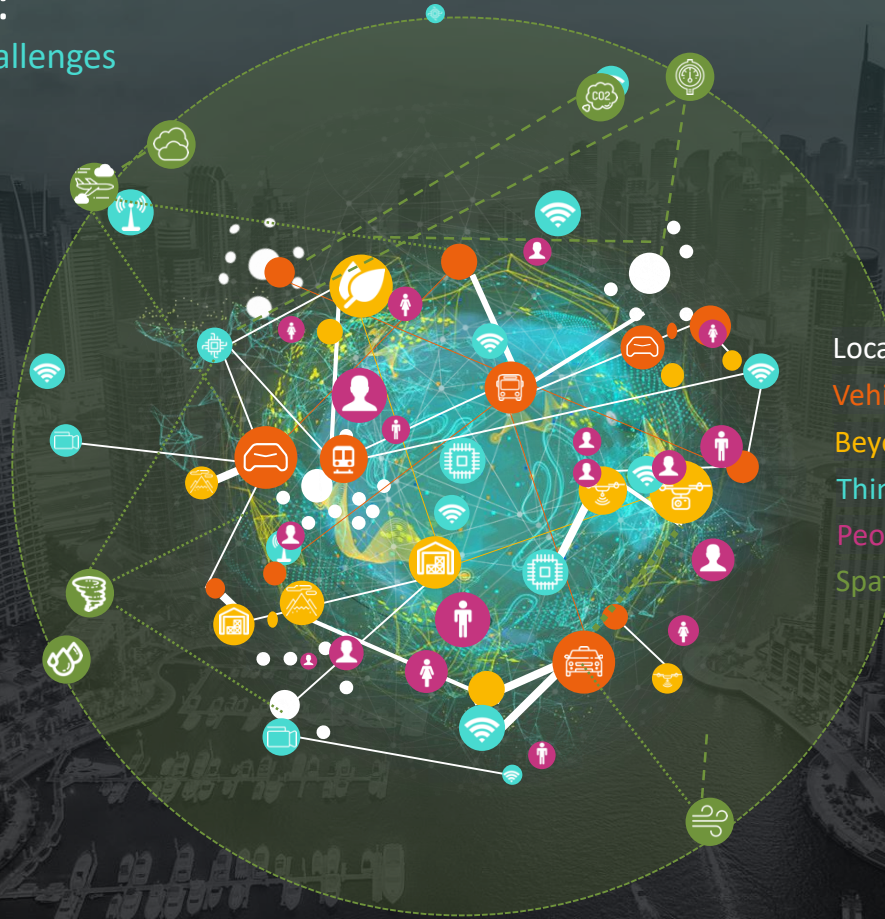
We live our lives Asking: Where is or how do we get from **A** or **B**.  
**What if A and B knew how to find us?**





# The Reality Index™:

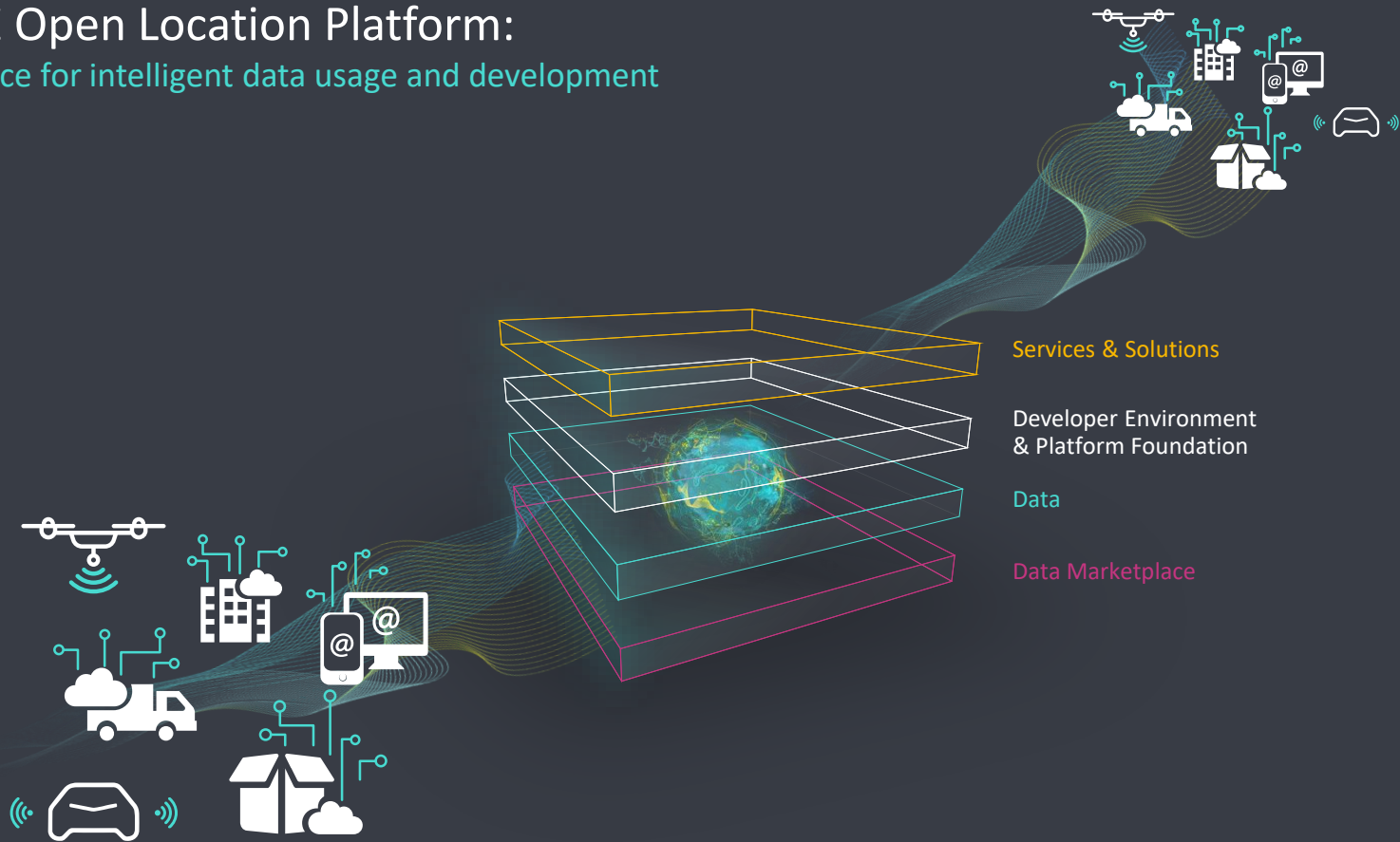
helping to address these challenges



- Location & POIs
- Vehicles
- Beyond Roads
- Things
- People
- Spatial & Aerial

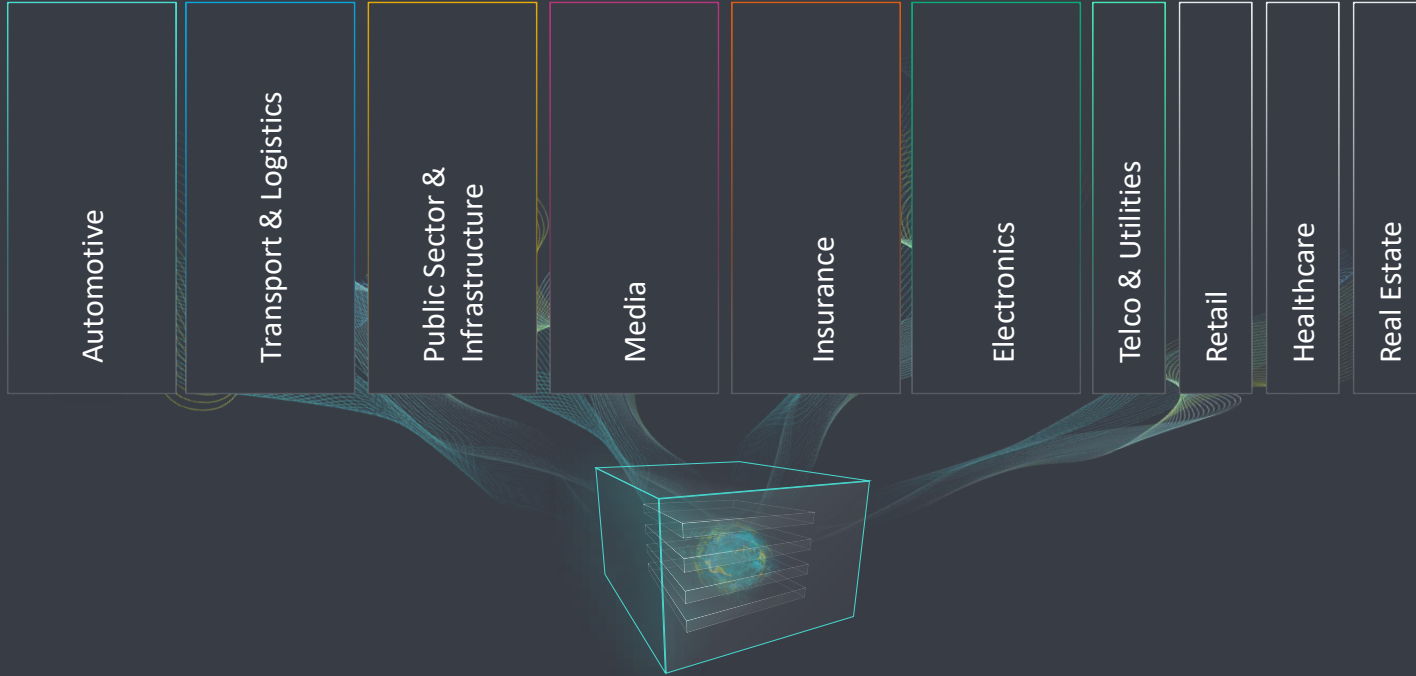
# HERE Open Location Platform:

The place for intelligent data usage and development

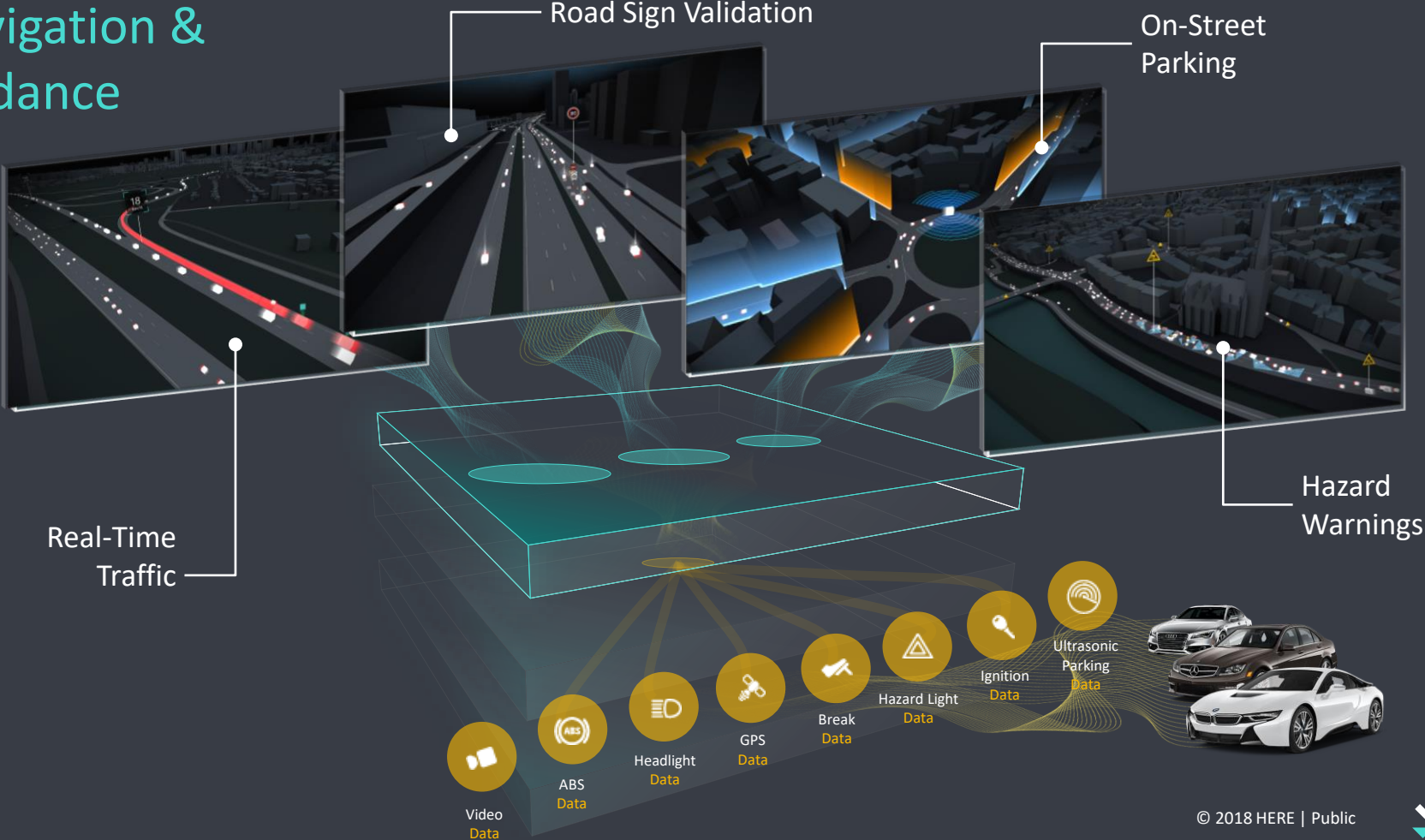


# HERE Open Location Platform:

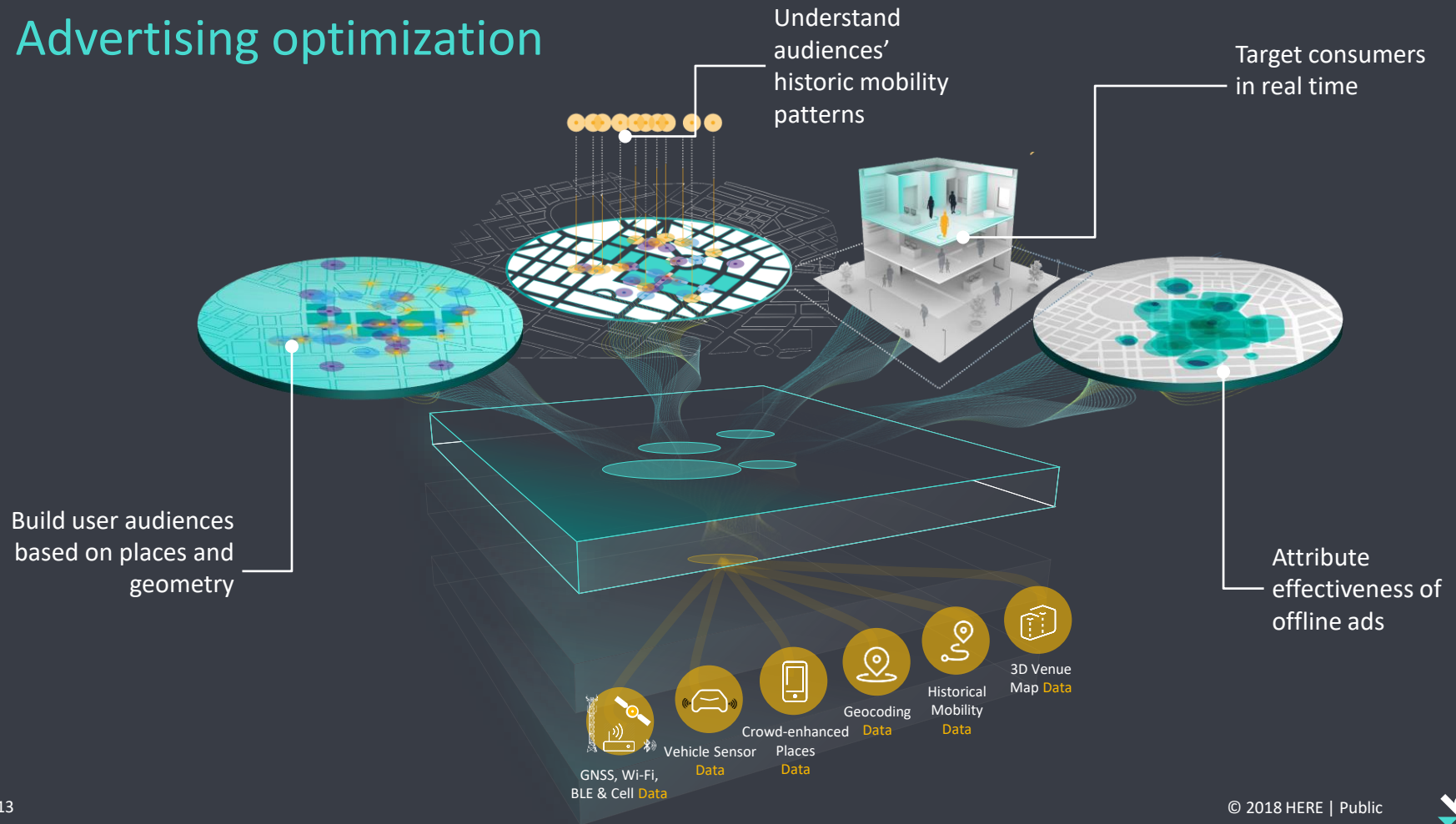
The “go-to” destination for location services in a variety of industries



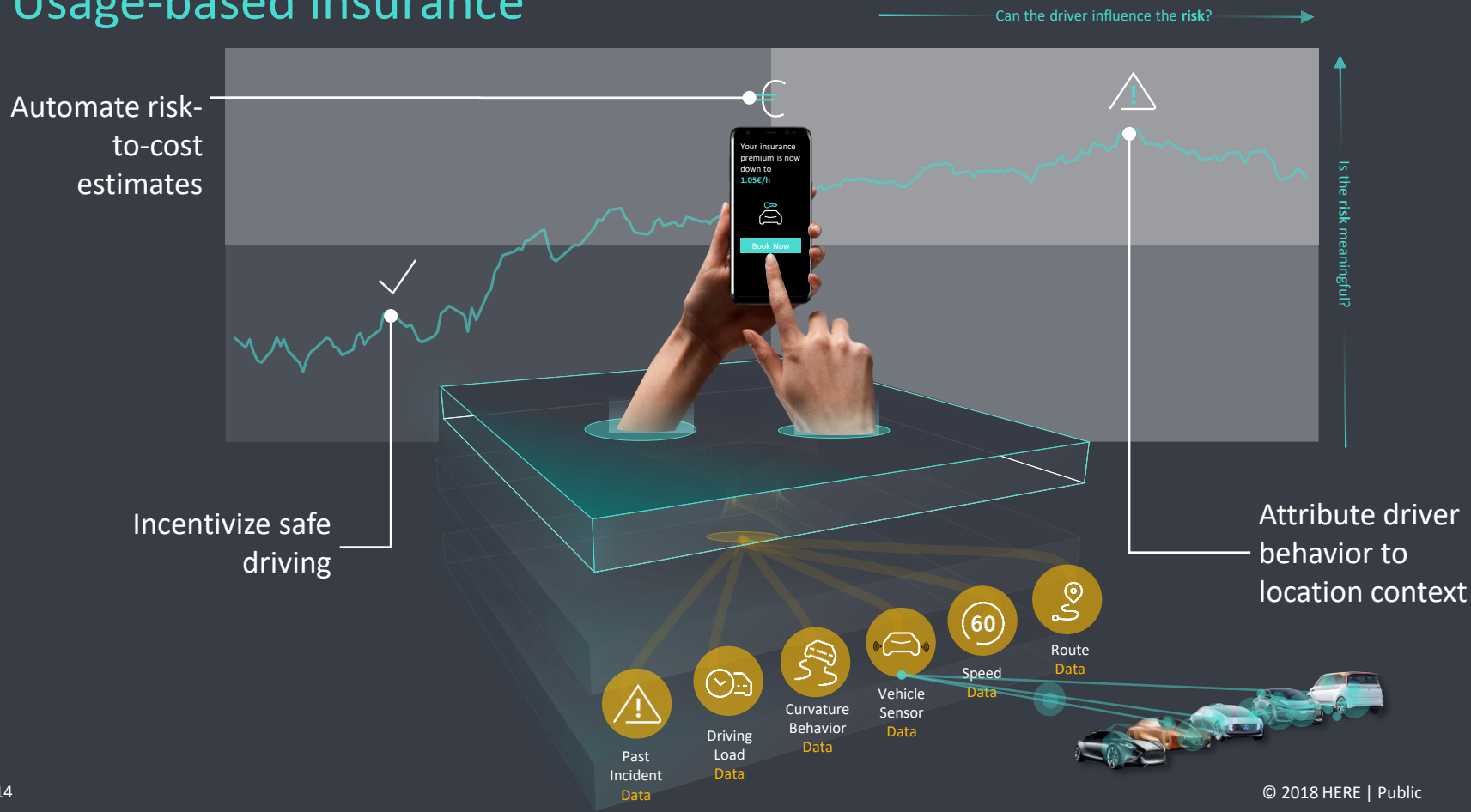
# Navigation & guidance



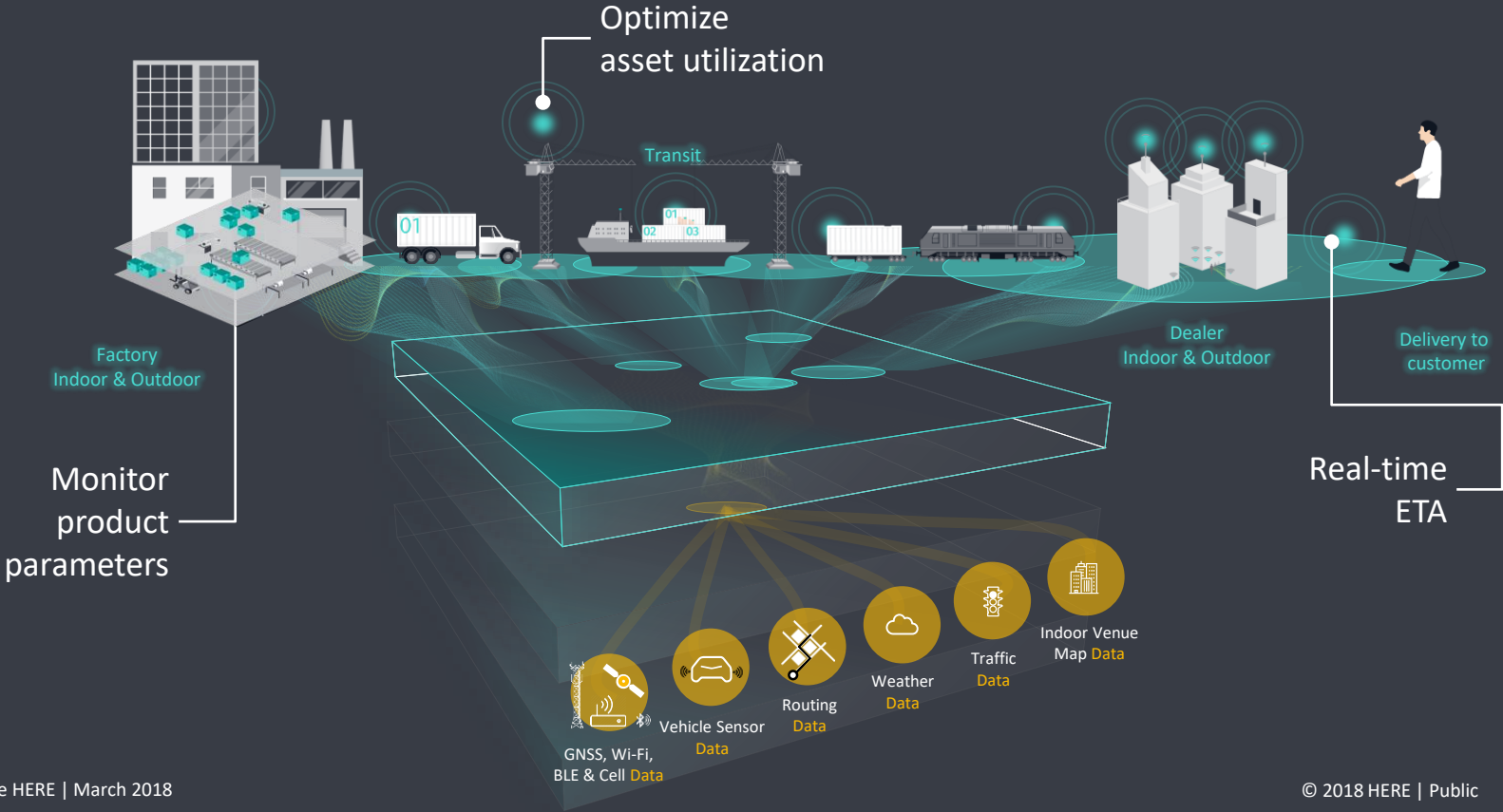
# Advertising optimization



# Usage-based insurance



# Next gen supply chain management



# ...translated into cost savings



Delayed factory out

**3%**

Units: 700  
Avg extra cost: 17.000 €

Overdue exit port time

**15%**

Units: 700  
Avg extra cost: 50.000 €

Overdue entry port time

**35%**

Units: 700  
Avg extra cost: 350.000 €

Delivery status

**Completed:**  
Tot: 700  
Delayed: 33 (4,7%)

Projected extra cost:  
**417.000 €**

Vehicle sensor Data  
GPS, Wi-Fi, BLE & Cell Data





# End-to-end mobility

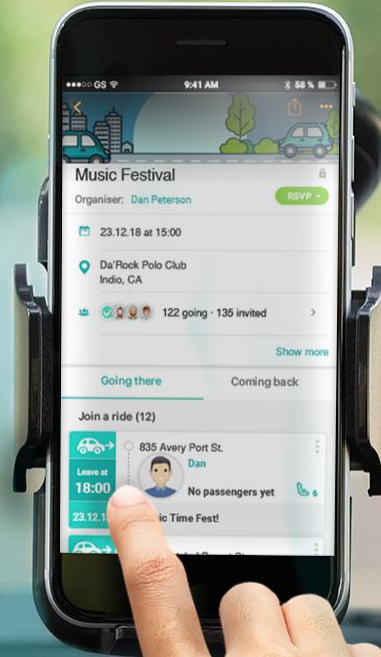


HEREmobility



Introducing:

SoMo  
Plan. Share. Ride



Stronger with our partners

here



Pioneer

Virgin hyperloop one



Continental

Baidu 百度



BOSCH

Tencent 腾讯



Audi



NVIDIA



vodafone



LG

SK telecom



NAVINFO  
四维图新



mastercard.

accenture

here

# THE AUTONOMOUS WORLD 2050

**ENABLED BY HERE TECHNOLOGIES**





# ENABLING AN AUTONOMOUS WORLD FOR EVERYONE



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