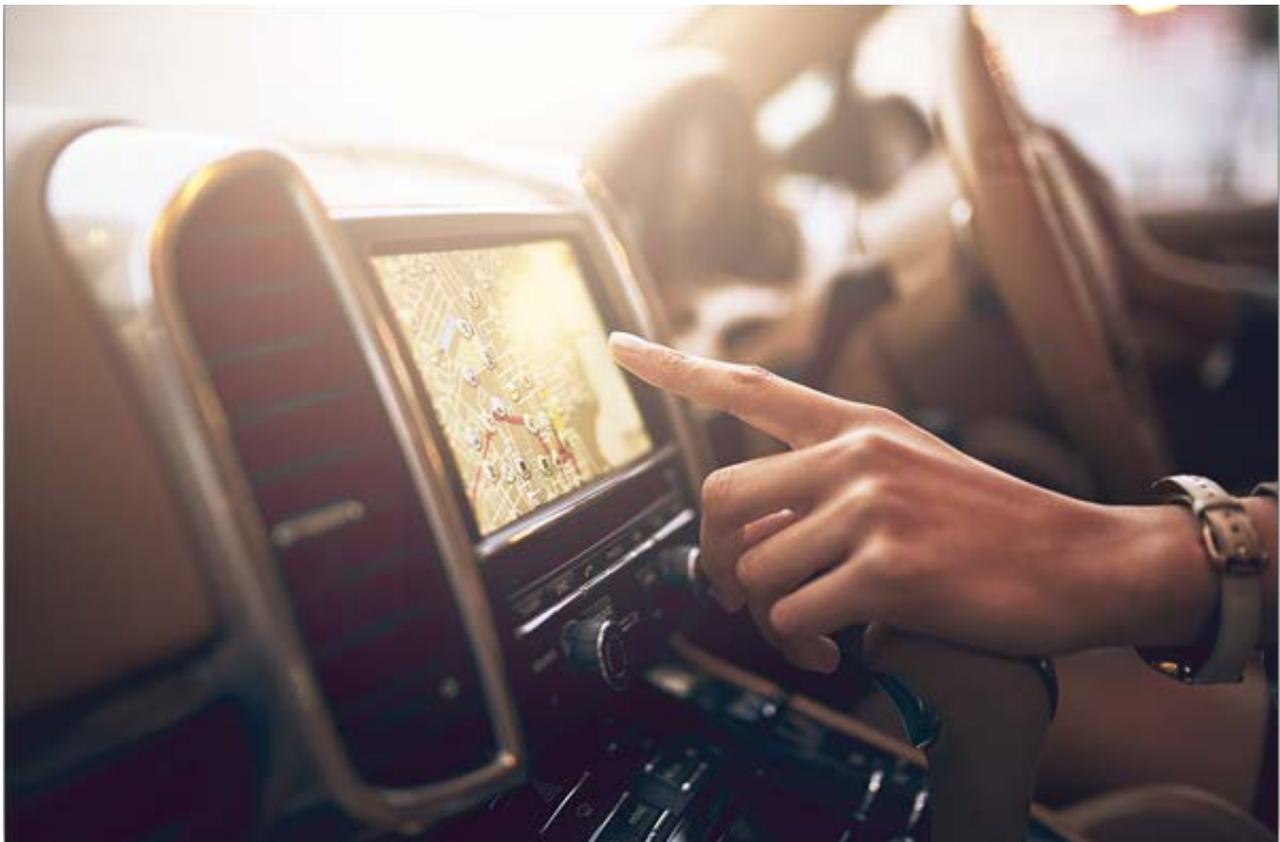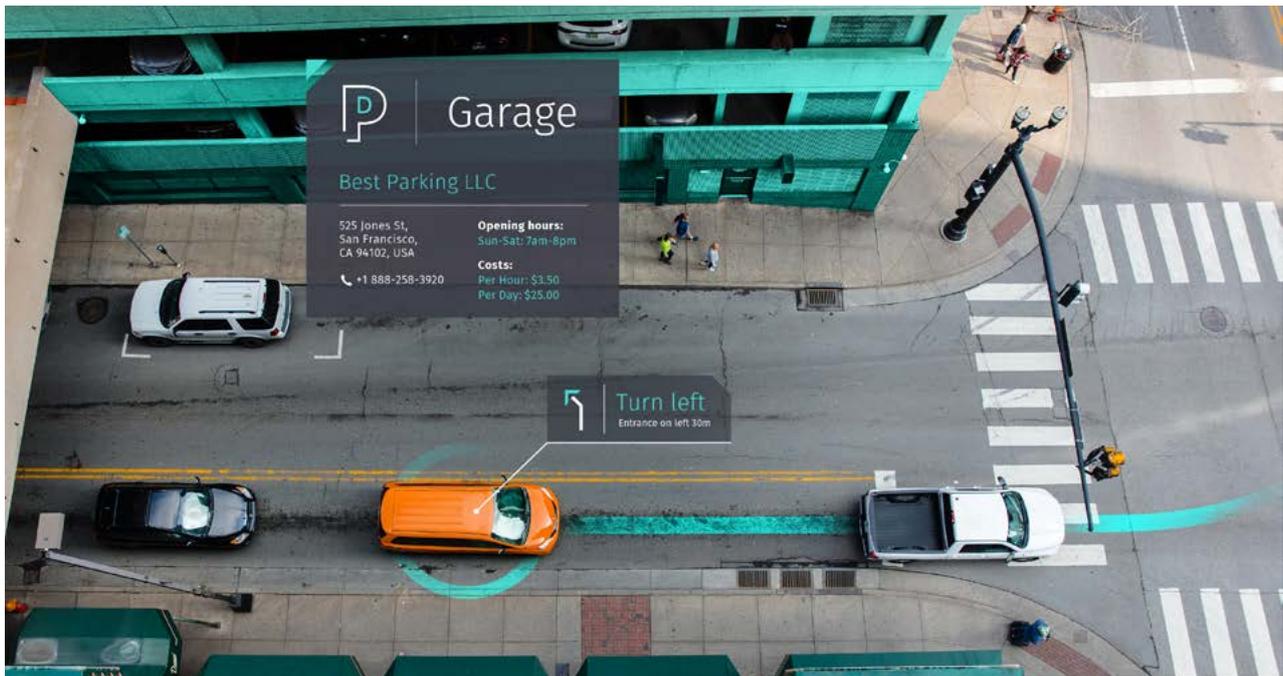HERE Places Extract

A searchable digital index of the physical world

Through Places Extract, HERE offers a true representation of what is available in the physical world, presenting POIs that are accurate and delivering meaningful, value-added information for +120M Places globally.

Places Extract is global, fresh, and comprehensive Places content available in a single extract format, on-demand 24x7, at the HERE Places Extract Portal.

Bringing Places to Life

Routing & Navigation

To select and navigate with ease and accuracy to selected destinations.

Local Search

To know at any time where we are and what is around us to obtain full details on a selected Place, such as phone number, hours of operation, forms of payment, etc. To assist in the selection of specific POI category, e.g. cuisine type for restaurants, bank branch or specialized retailer by brand.

Advertising/Geofencing/Gaming

Places Extracts content can be used in combination with dynamic data to trigger mobile ads to promote selected retailers, to build store traffic or to create new customer segments, therefore, increasing the effectiveness of advertising spend.

Places Extract can also be used in developing interactive virtual reality games to provide up-to-date location context.

Geo-marketing

To identify suitable locations for outdoor advertising or develop targeted campaigns around selected business or services.

Last Mile Delivery/Fleet Management

Places Extract can be instrumental in optimizing route planning last mile delivery for fleet operators, getting shipments to the doorstep of the desired destination within large commercial or industrial complexes (shopping centers, distribution centers, airports, ports, etc.) faster and with fewer errors. The results are increased efficiency and customer satisfaction, shorter transit times, and improved cost structures.

Unique Selling Points

- **Value-driven data**: HERE delivers accurate, value-driven information that helps make life easier, more convenient and fun. HERE collects POI data from a variety of sources and processes them to assure locations are correctly matched to context.

- **Extensive POI information**: Users can find what they're looking for and can get the help they need along the way. Places Extract provides POI accurate address information and additional details, such as opening hours, payment methods and available services.

- **Global coverage**: Places Extract is available in 196 countries globally.

- **Fresh Places data**: Inputs are ingested in "real time", as received, with automated processing and publication and available on demand 24x7.

- **Quality based selection**: Machine learning and training data are used to calculate Place accuracy based on supplier and attribute level quality. A quality score attribute between 1-5 enables filtering and selecting content to fit specific use cases.

- **Late stage binding**: Provides customers the flexibility of integrating Places data much later in their compilation process.

Product Features

- **Fresh**: Ingesting, processing and publishing data in real-time in a fully automated cycle daily updates.

- **Rich**: 400+ Places categories (banks, restaurants, hotels, parking lots, gas stations, etc.), enriched with 260+ decision making attributes (hours of operations, payment methods accepted, cuisine type, etc.).

- **On-demand**: Available 24x7 from any location at the HERE Places Extract Portal, or downloadable from HERE's EDD.

- **Flexible**: Data extracts customizable by category, geography, update cycle and quality score.

- **Standardized**: One single format in XML.