

## **HERE bags Geospatial Content Company of the Year award**

HERE has been chosen as Geospatial Content Company of the Year for 2015. The award shall be presented during Geospatial World Forum on May 25, 2016 at World Trade Centre, Rotterdam. The jury, comprising of renowned professionals representing industry, academia, government and multilateral organizations, met in December '15 to select this year's Geospatial World Leadership Awardees.

The jury believes that HERE Maps are adding significant value and making difference to geospatial industry through its rich and dynamic map content. Over last few years, HERE has emerged as the leading map content provider adding several layers of dynamic real-time information and serving the same through cloud platform. The company has also extended its content strategy to indoor mapping and navigation markets, empowering a new era of location analytics, e-commerce and target advertising.

“By unleashing the potential of location-based content, HERE Maps has brought in innovations and map relevance to connected vehicle technology, making the concepts of driverless automatic cars a reality. The company extended its real-time traffic information systems to over 50 countries in the year 2015, confirming its leadership position in navigation market,” stated Sanjay Kumar, CEO, Geospatial Media and Communications.

“Creating the best map has always been the foundation for HERE. Today increasing connectivity and access to big data are taking map-making to the next level. They enable us to deploy near real-time maps that can capture and process changes as they occur with such an accuracy that they can power services like highly automated driving, efficient business logistics and advanced traffic management. Being awarded “Geospatial content company of the year” in these exciting times for the industry is a great recognition of our work and efforts to redefine maps for today and the future,” stated Edzard Overbeek, CEO, HERE.

### **About Geospatial Leaderships Awards**

Established in 2007, by Geospatial Media and Communications, the Geospatial World Leadership Awards have evolved as the premium geospatial awards and acquired the reputation of being most well accredited global recognition. Categories of these awards are aligned with characteristics and directions of geospatial industry.

### **About Geospatial Media and Communications**

Geospatial Media and Communications is an internationally accredited organization, having committed itself to serve stakeholders of geospatial community and work towards opening new era of industrialization, while facilitating collaboration and demonstrating value and benefits of geospatial technology and information for governance, businesses and people.



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