

15 September 2017

## **Hamburg and HERE to partner on intelligent mobility**

### **Partners sign Memorandum of Understanding to share data for enabling safe, fluid and emission-reduced traffic flow**

Hamburg – The Free and Hanseatic City of Hamburg and HERE Technologies, a global leader in mapping and location services, plan to share traffic-relevant data. The joint goal of the cooperation is to enhance traffic safety and reduce noise and pollutant emissions by improving traffic flows. For this, the partners aim to cooperate in various areas and to start joint projects. Today, both parties have signed an according Memorandum of Understanding in Hamburg.

As part of the partnership Hamburg will provide HERE with access to up-to-date, non-personal data related to public transit, construction sites, major events and parking availability. HERE will integrate this data into the HERE Reality Index™, its vast database of location-based information. Based on this data both partners can jointly or separately develop services and provide information to transport users, helping them to take the best decisions and enabling Hamburg to improve its traffic management. In addition, both partners plan to co-operate on enabling automated driving in urban environments. For this HERE can provide HD Live Map, its highly-advanced map that supports autonomous driving.

Frank Horch, Senator for Economy, Transport and und Innovation, said: “The partnership supports our goal to transform Hamburg into a model city for modern mobility – this will make traffic for citizens more efficient, comfortable and environmentally friendly. We want to offer companies that aim to develop intelligent solutions in our city a good test field. At the same time, we will prioritize the protection of personal data in all matters.”

Leon van de Pas, SVP Internet of Things, at HERE Technologies, said: “Our advanced location technology and precise digital maps have enormous potential to make mobility more efficient, safer and sustainable for people. Through partnerships with forward-thinking cities like Hamburg, we look forward to demonstrating the positive impact of HERE’s technology on urban life.”

On March 10, 2017, Hamburg submitted the German application to host the ITS World Congress 2021 (ITS – “Intelligent Transport Systems”) to the European ITS organization ERTICO. Hamburg, which has a population of 1.8 million, plans to organize the congress – the world’s largest gathering dedicated to exploring the transportation of the future – together with Germany’s Federal Ministry of Transport and Digital Infrastructure. The application has strong backing beyond the city’s borders, with commitment to support from businesses as well as science and industry associations. The decision on which city

is to host congress in 2021 will be announced at the upcoming ITS World Congress in Montreal, Canada, this October. Further information on [www.its2021.hamburg](http://www.its2021.hamburg).

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 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](http://360.here.com) and [www.here.com](http://www.here.com).

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