

HERE: unas pinceladas



Jaén

11 de Febrero, 2015

here

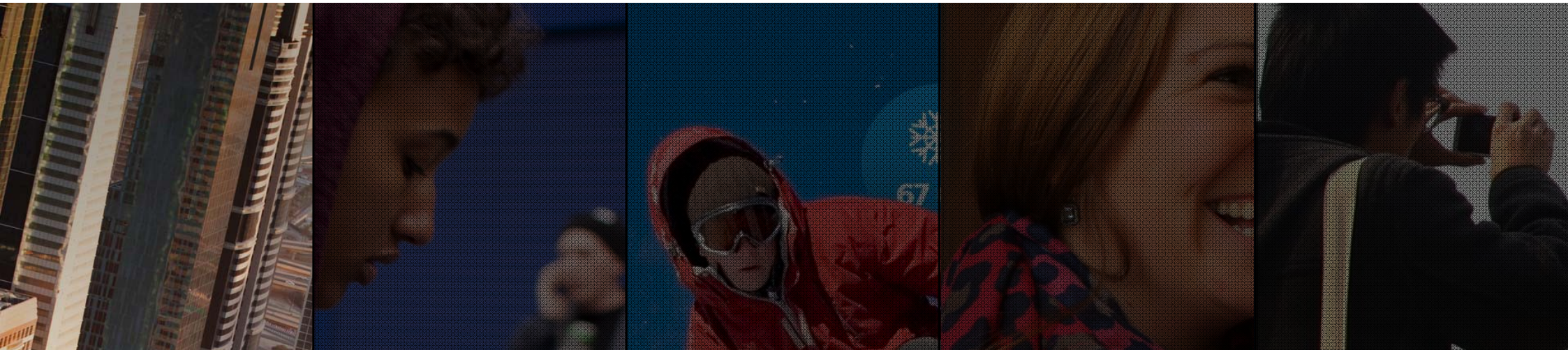


HERE ayuda a las personas a “navegar” por sus vidas con facilidad y confianza, reforzando sus experiencias del día a día.

Porque los mapas HERE se crean pensando en cómo vivimos y en qué es relevante, fiable y agradable cada día y en todo lugar.



5 Tendencias que modelarán el futuro de Internet



La ciudad
es el
futuro de
la
humanidad

La red del
futuro
tendrá
ADN móvil

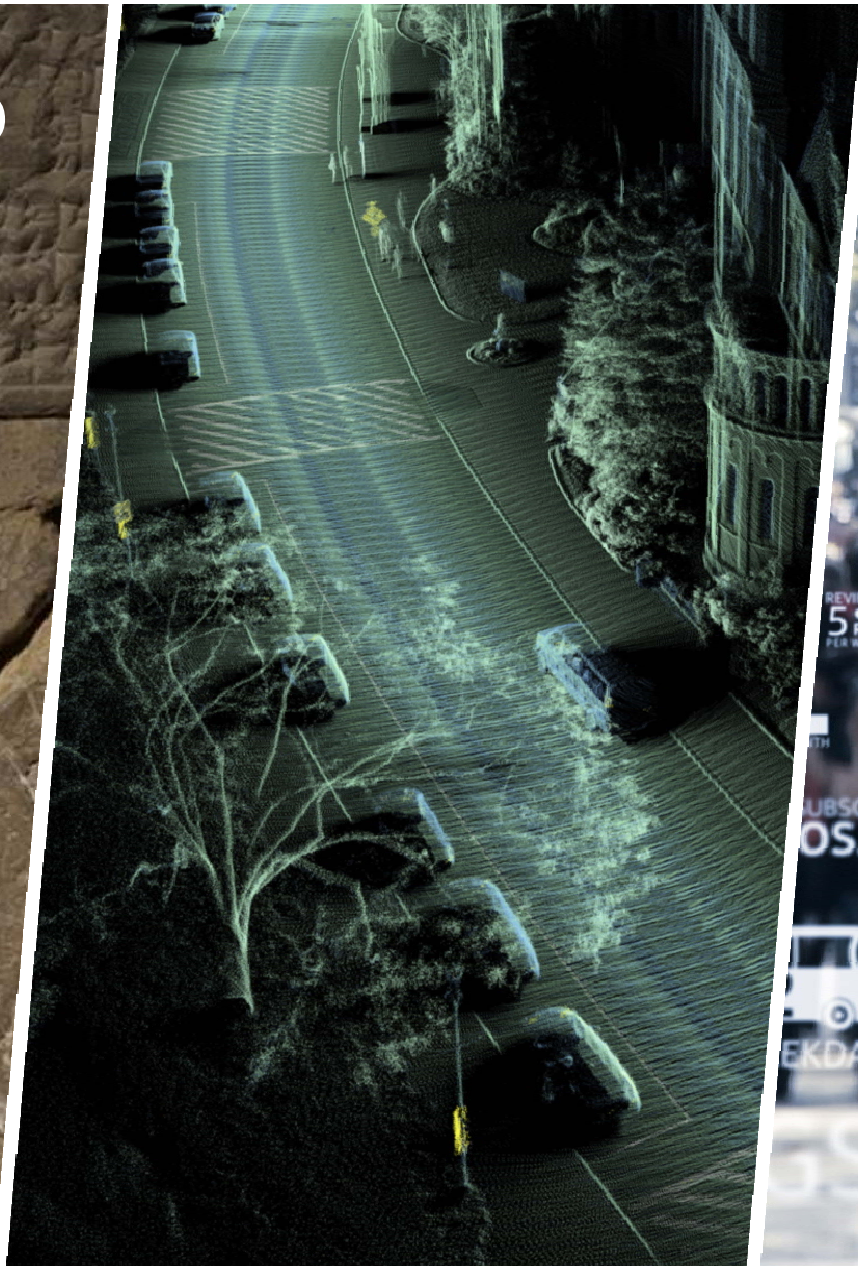
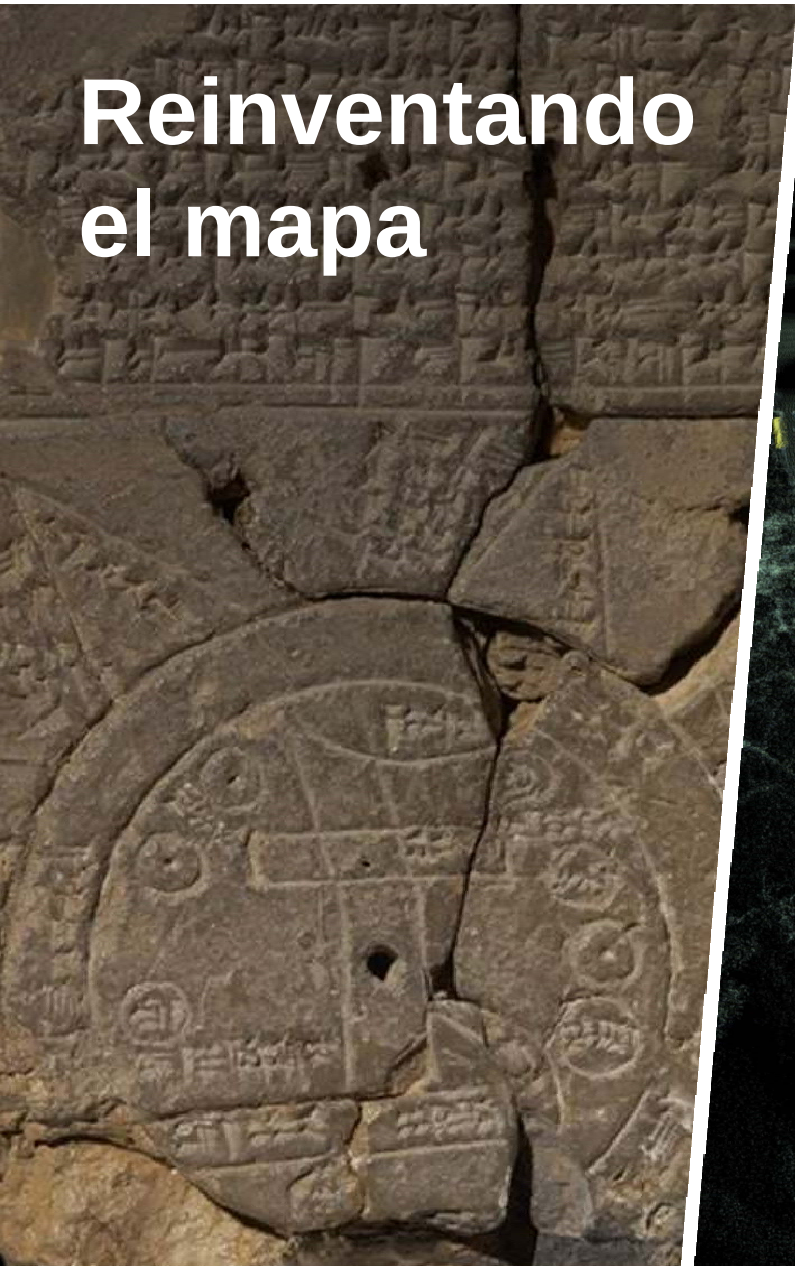
La red de
sensores
inteligente
s

Explosión
de los
dispositivo
s de
propósitos
especiales

Lo Social
& lo Local
converger
á en el
móvil

here

Reinventando el mapa



Dando sentido al mundo real



HERE construirá la Nube de la Geolocalización



Social Cloud



Retail Cloud



Search Cloud



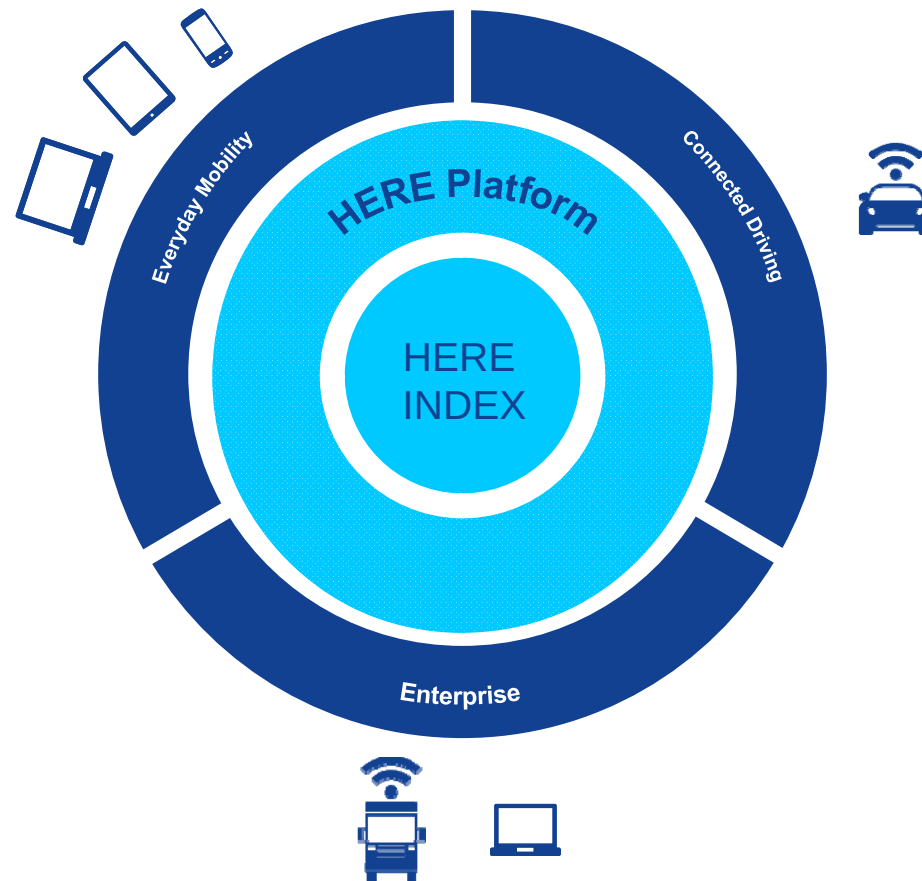
Location Cloud

El ADN de la Nube

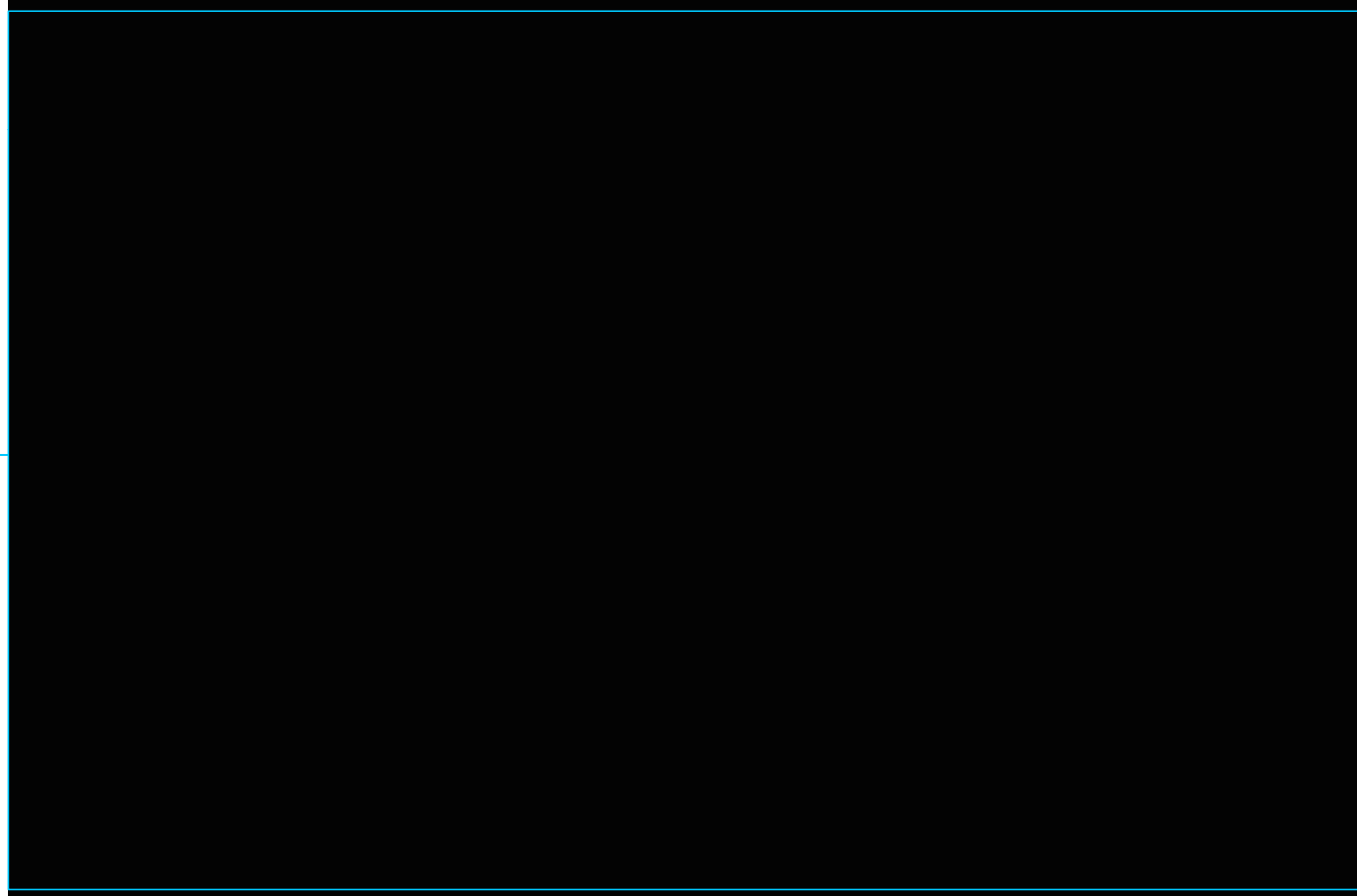
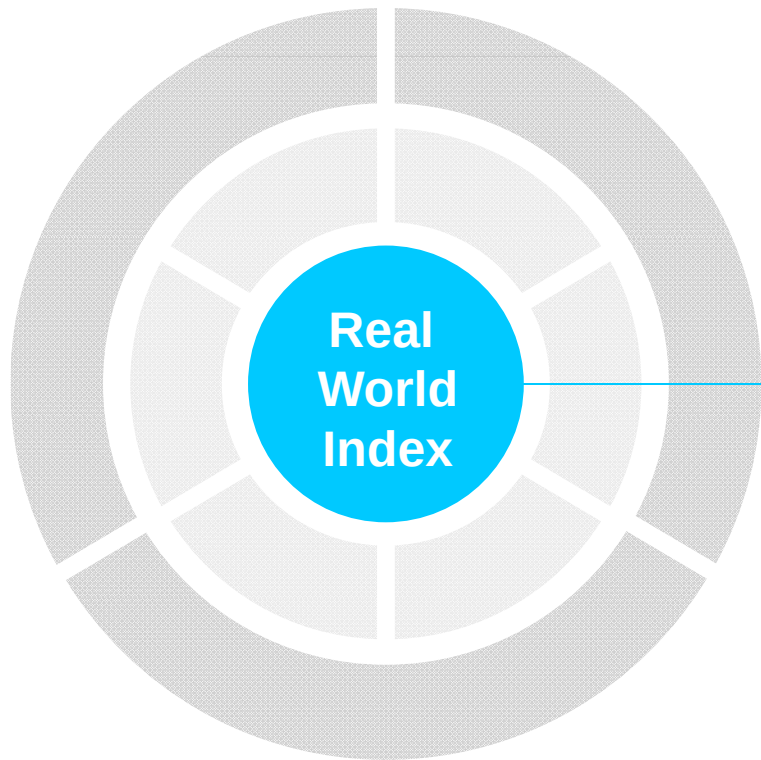
Comparativa entre Amazon y HERE



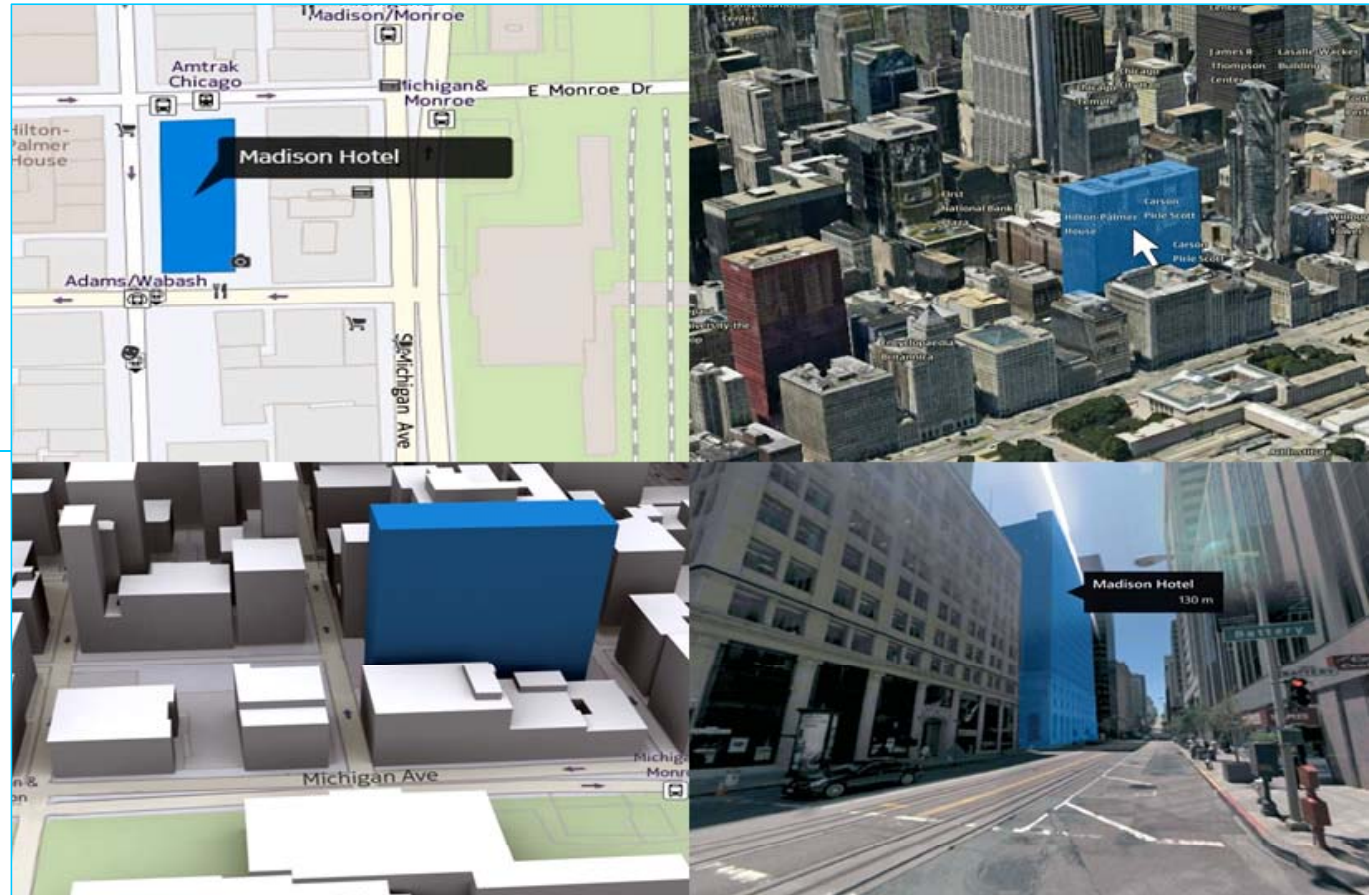
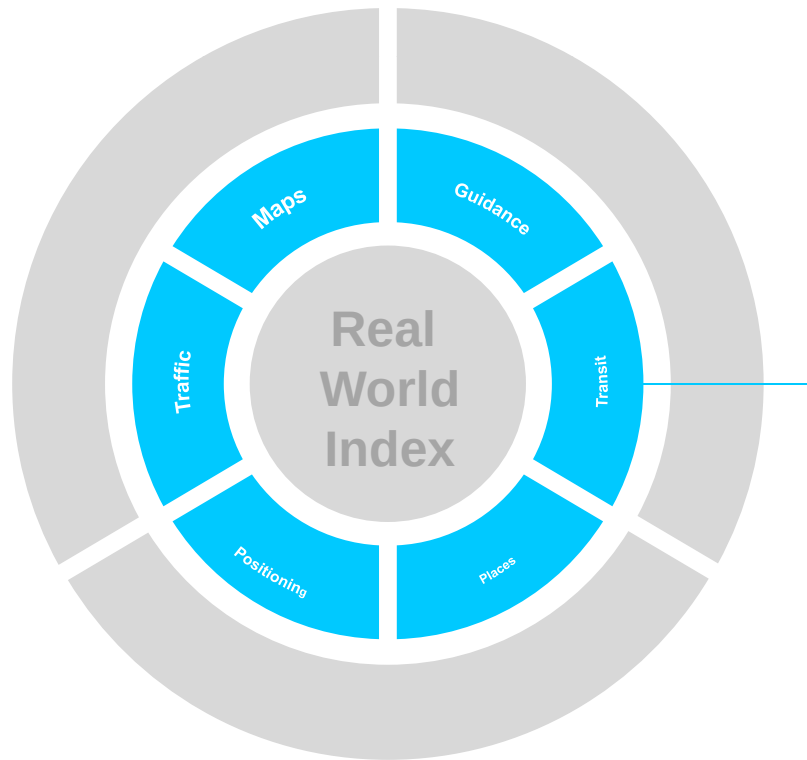
La Nube de HERE tiene la habilidad de aprender gracias a capturar, computar y experimentar



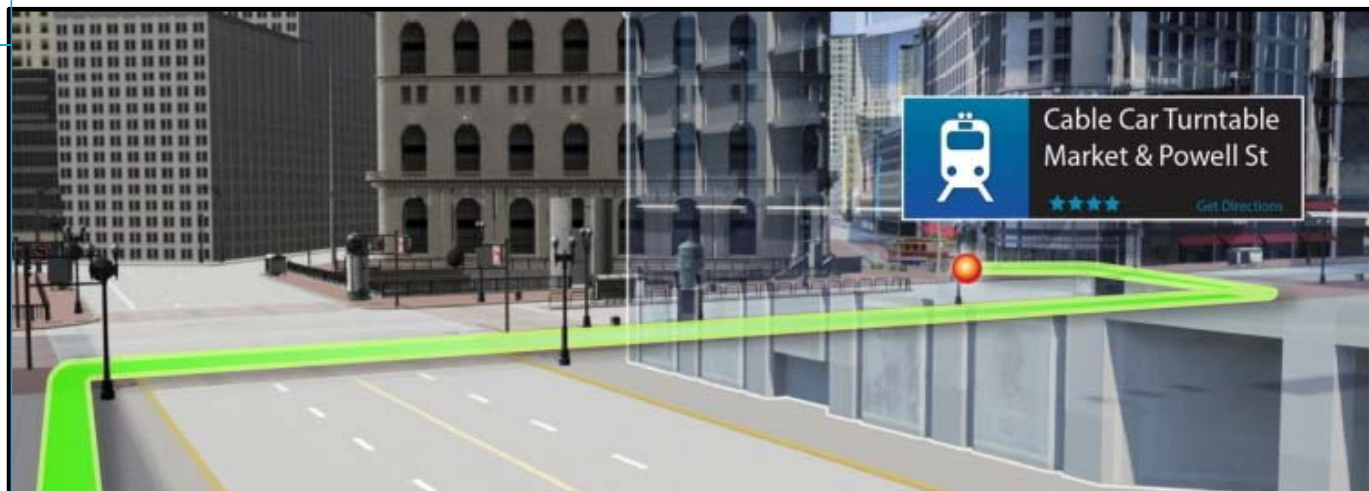
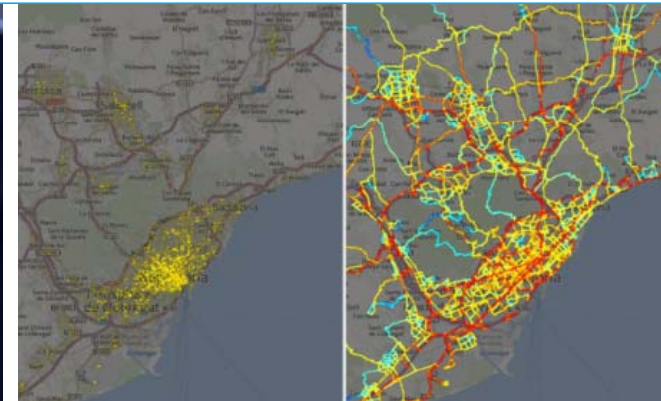
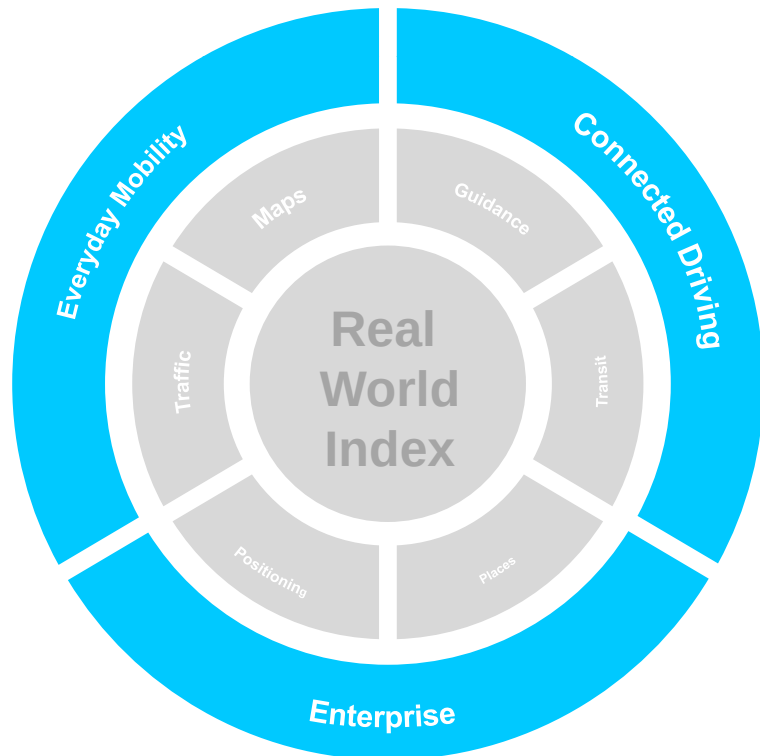
Capturar el mundo en tiempo real



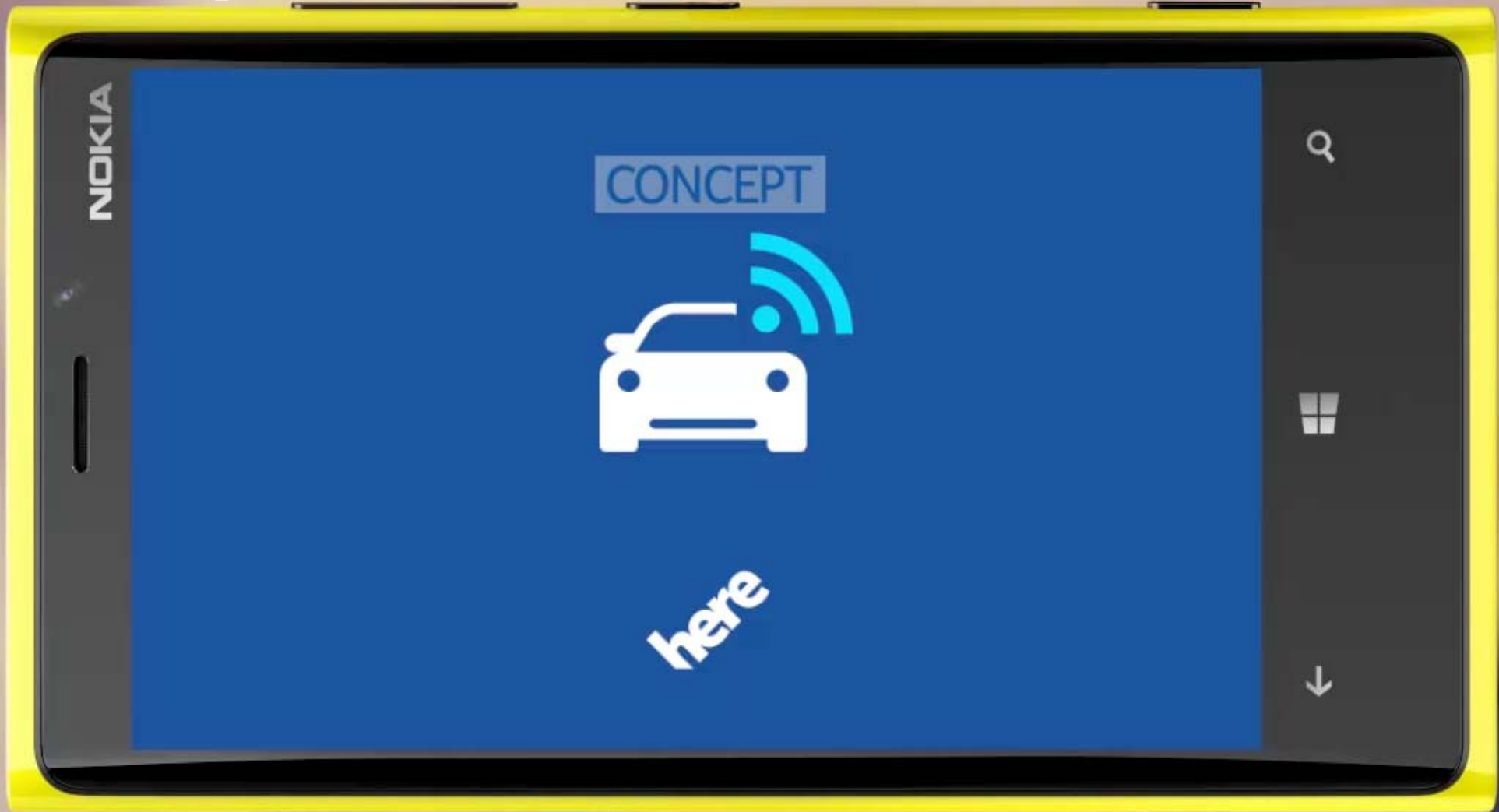
Computar el mapa correcto en cada momento



Experiencias interactivas ricas

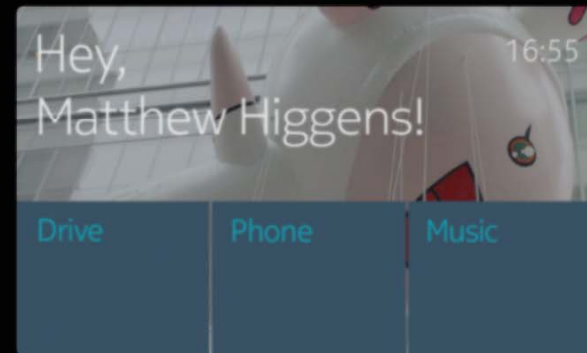


¿Has perdido tu coche?

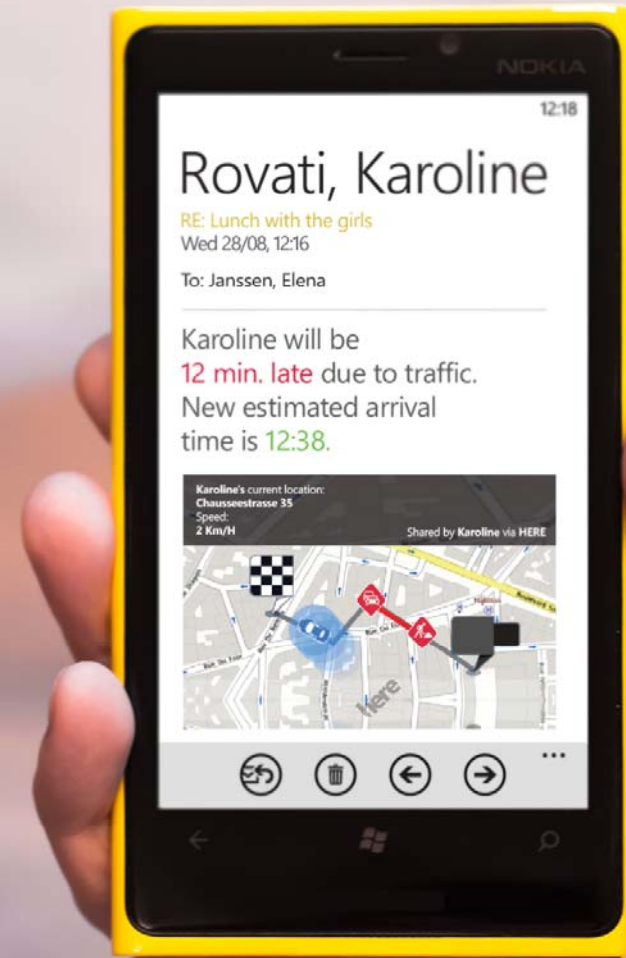


here

Personalizado y social



Mensajes sociales mejorados



Seguridad



**Intuitivo,
fresco y
contextual**



**Relevante,
en tiempo
real**

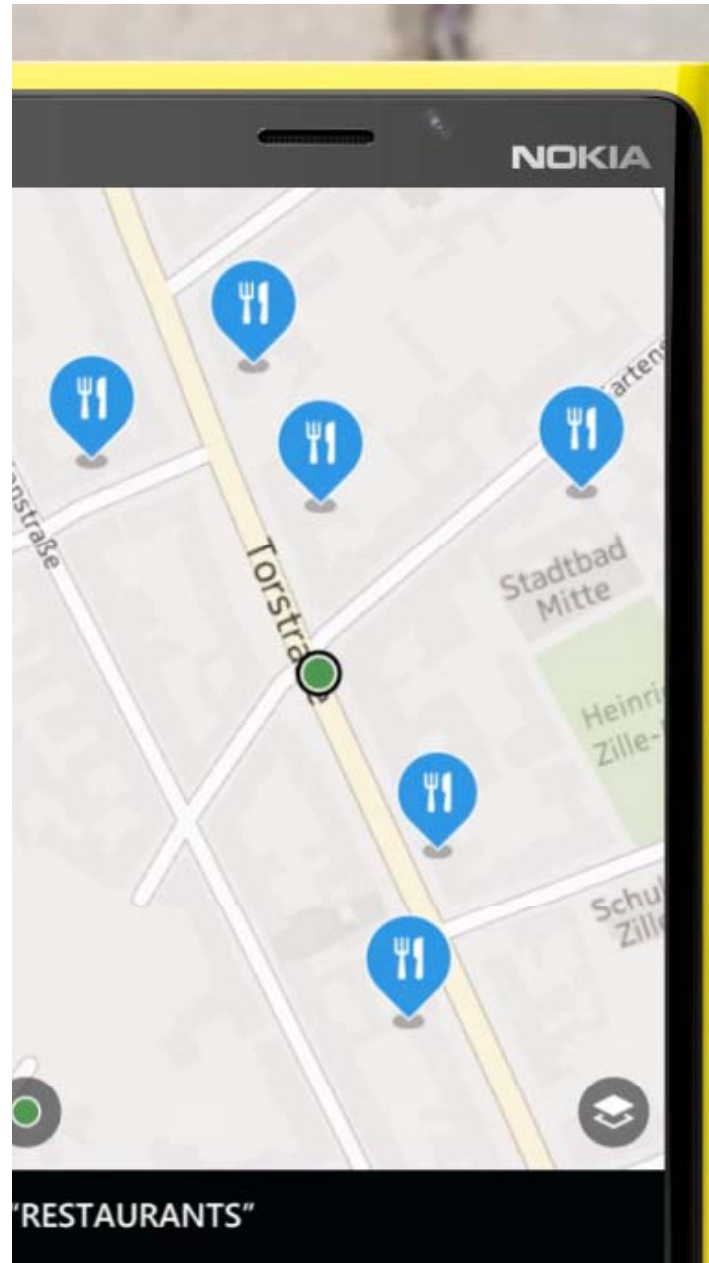


An aerial, high-angle view of a city skyline at dawn. The buildings are silhouetted against a dark sky, with some lights visible within the structures. The perspective is from a high altitude, looking down on the city.

**Relevante,
en tiempo real**

**Chicago
05:30 AM**

Encontrar
lugares
que nos
importan



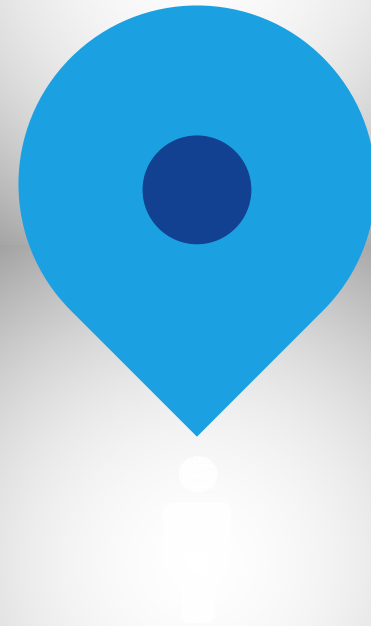
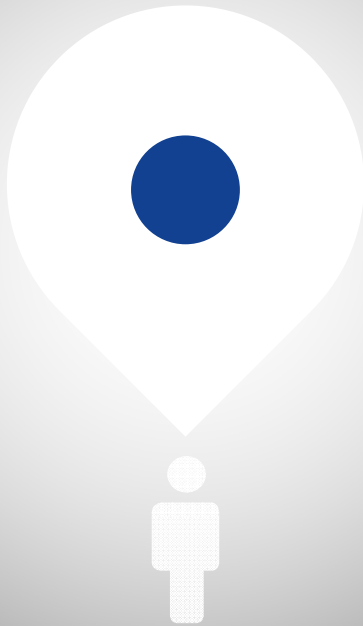
here

Un diseño conceptual flexible



here

Ser “local” en cualquier sitio



← Neighborhood

Reach →

Foreign place →

here

HERE. Maps for Life



FLOOR-BY-FLOOR VENUE MAPS

OF OVER **50K** BUILDINGS
IN 69 COUNTRIES



LIVESIGHT

SEE THROUGH YOUR PHONE SCREEN
TO IDENTIFY SIGHTS, SHOPS,
RESTAURANTS, AND EVEN TRANSIT
STATIONS

IN 196 COUNTRIES



87
TURN-BY-TURN
SPOKEN DRIVING
DIRECTIONS
TO DOWNLOAD
OF WHICH 28 COME
WITH SPOKEN
STREET NAMES

**SPOKEN DRIVING DIRECTIONS,
TURN-BY-TURN, EVEN WITHOUT
A DATA CONNECTION**



TOTAL ROAD LENGTH ON HERE DRIVE+



WHICH IS
113
TIMES THE
DISTANCE
BETWEEN EARTH
AND MOON



LIVE TRAFFIC VIEW KEEPS YOU
INFORMED OF ROAD BLOCKS AND
TRAFFIC JAMS



MY COMMUTE PROVIDES
PERSONAL AND PREDICTABLE
COMMUTE IN 26 COUNTRIES



TRUE OFFLINE MAPS THAT KNOW
WHERE YOU ARE EVEN WITHOUT
A DATA CONNECTION



800 CITIES
IN 53 COUNTRIES

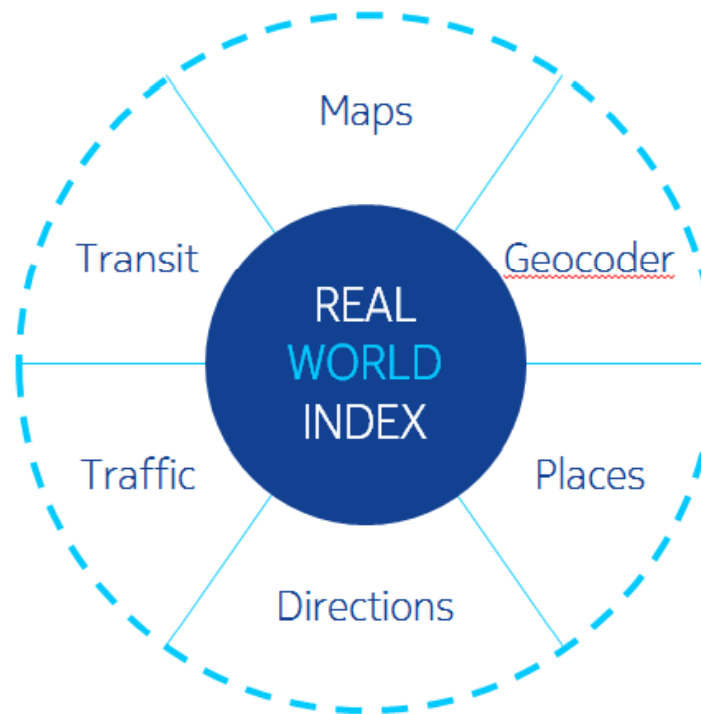


HERE Platform for Business

What is available for YOU today !

HERE Web APIs

- JavaScript
- Web services (REST)



HERE Native APIs

- Android
- iOS



Support for development
across screens, across devices

Powerful platform

Content and
Platform Services

HERE Platform

Multiple Business
Use Cases



Call Center



Telematics



Fleet Management



Geomarketing



Web

and more...

Serving various market segments

INSURANCE /
BANKING

UTILITIES

RETAIL &
ADVERTISING

TELECOM

GOVERNMENT

TRANSPORT
& LOGISTICS

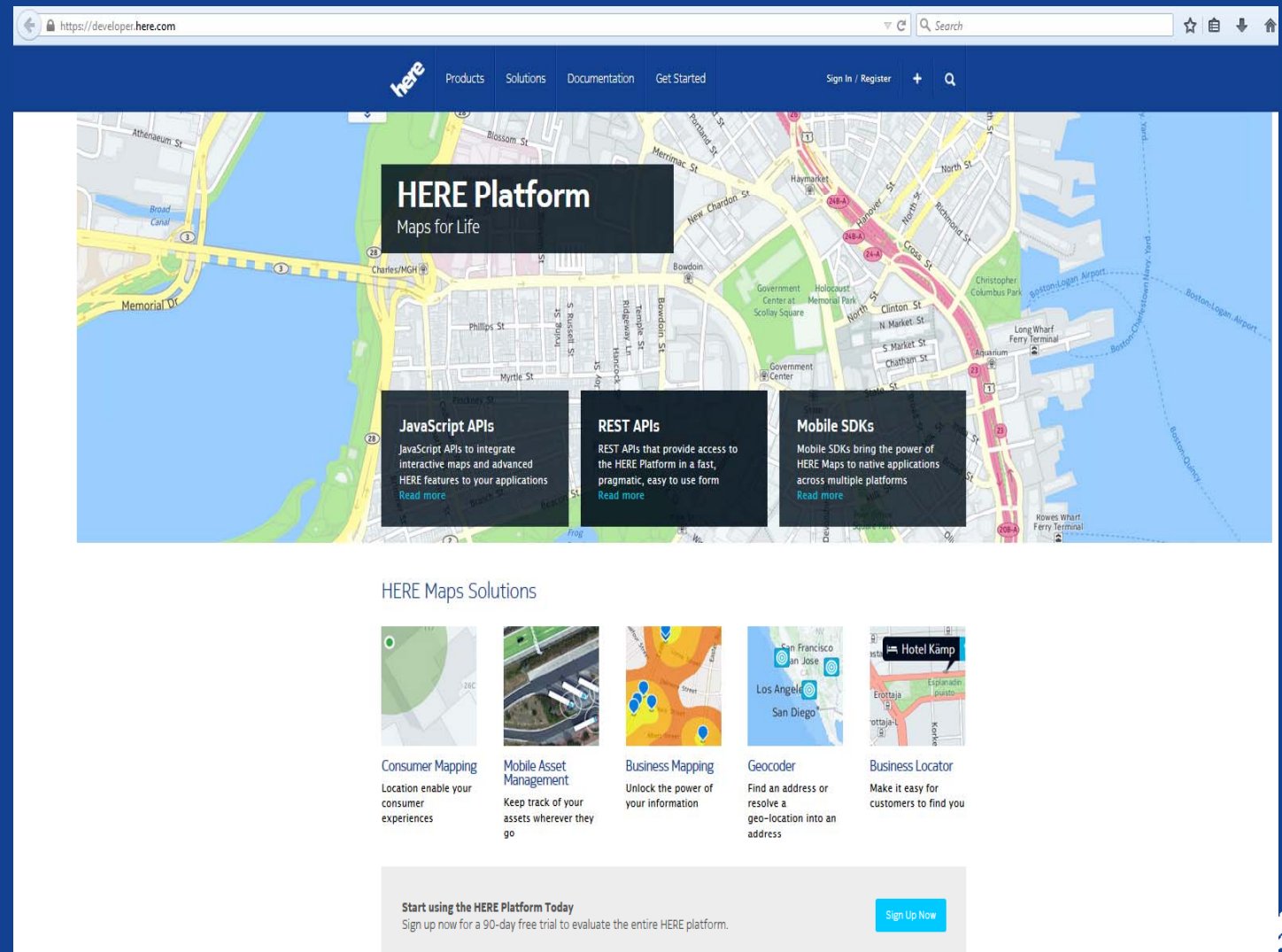
WEB /
INTERNET

...

HERE Platform enables customers from various industries to bring **location intelligence** products and services to market **fast** and **easy**

HERE PARA DESARROLLADORES

- **Mapas:** Varias opciones para mostrar el mapa
- **Direcciones o itinerarios:** Coche , transporte público o rutas peatonales
- **Lugares y geocodificación:** Motor para buscar y encontrar POIs , direcciones o coordenadas



The screenshot displays the HERE Developer Platform website. At the top, there's a navigation bar with the HERE logo and links for Products, Solutions, Documentation, and Get Started. A search bar is also present. The main content area features a map of Boston with several overlays:

- HERE Platform:** Maps for Life
- JavaScript APIs:** JavaScript APIs to integrate interactive maps and advanced HERE features to your applications. [Read more](#)
- REST APIs:** REST APIs that provide access to the HERE Platform in a fast, pragmatic, easy to use form. [Read more](#)
- Mobile SDKs:** Mobile SDKs bring the power of HERE Maps to native applications across multiple platforms. [Read more](#)

Below the map, there's a section titled "HERE Maps Solutions" with five cards:

- Consumer Mapping:** Location enable your consumer experiences
- Mobile Asset Management:** Keep track of your assets wherever they go
- Business Mapping:** Unlock the power of your information
- Geocoder:** Find an address or resolve a geo-location into an address
- Business Locator:** Make it easy for customers to find you

At the bottom, there's a call to action: "Start using the HERE Platform Today" with a link to "Sign Up Now" for a 90-day free trial.

TECNOLOGÍA TRUE&LIDAR – Coche

Au



here

¿Más historias como ésta?

[http://360.here.com/
@here](http://360.here.com/@here)

here