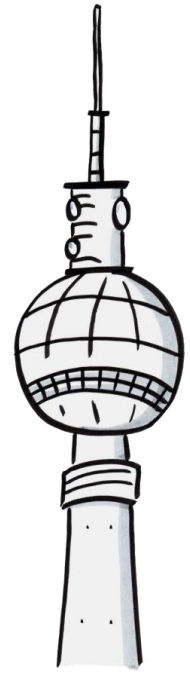
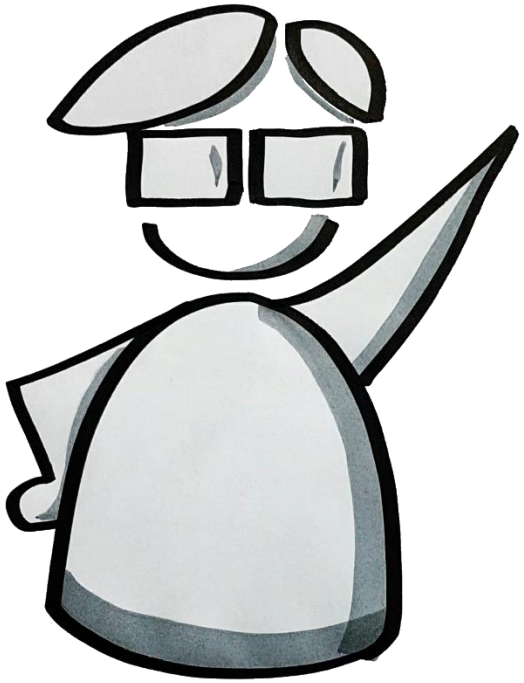
GeoIT Navigation



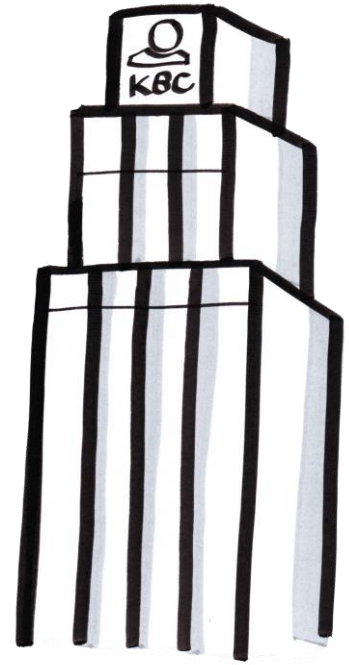


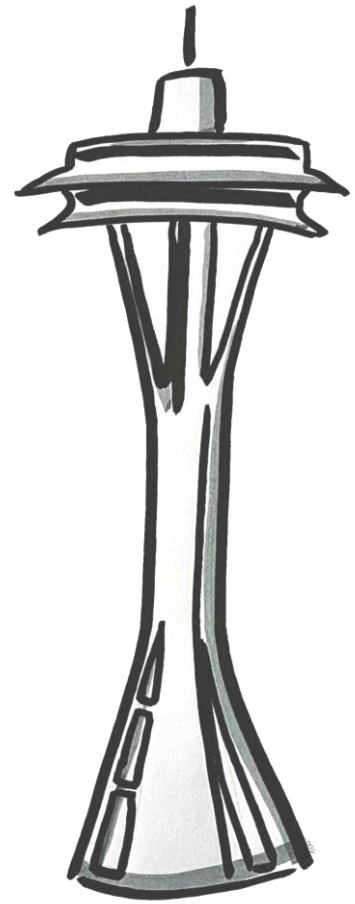
Dr. Richard Süselbeck
Developer Evangelist
HERE Technologies

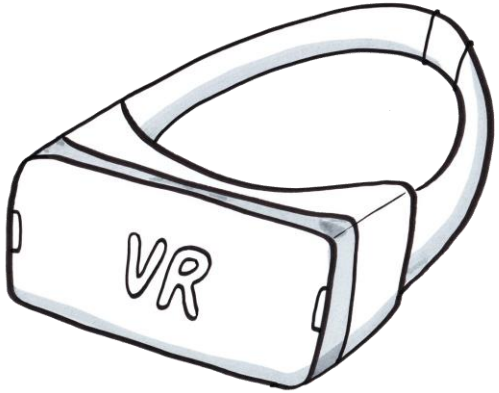
@sueselbeck

here

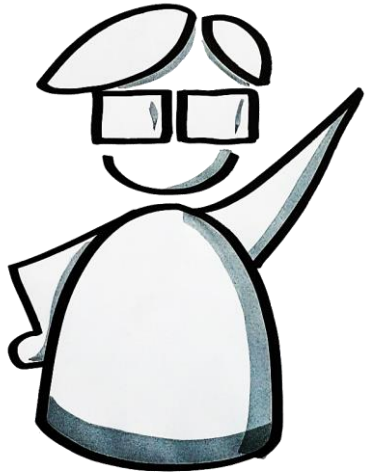
HACKATHONS!



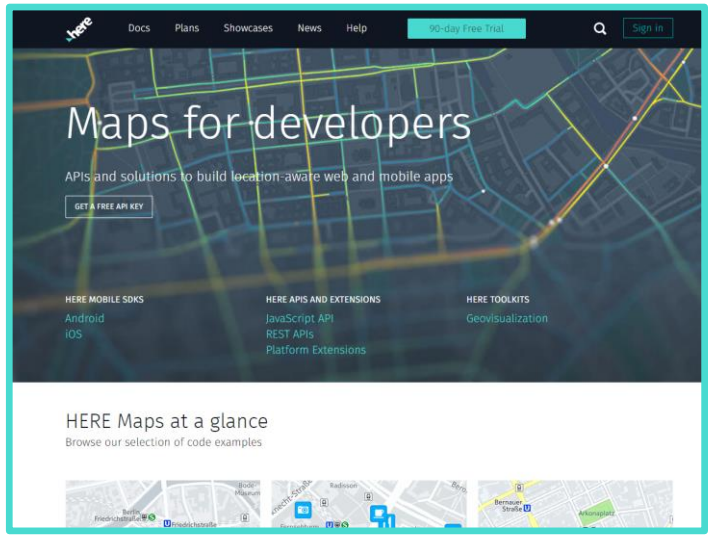




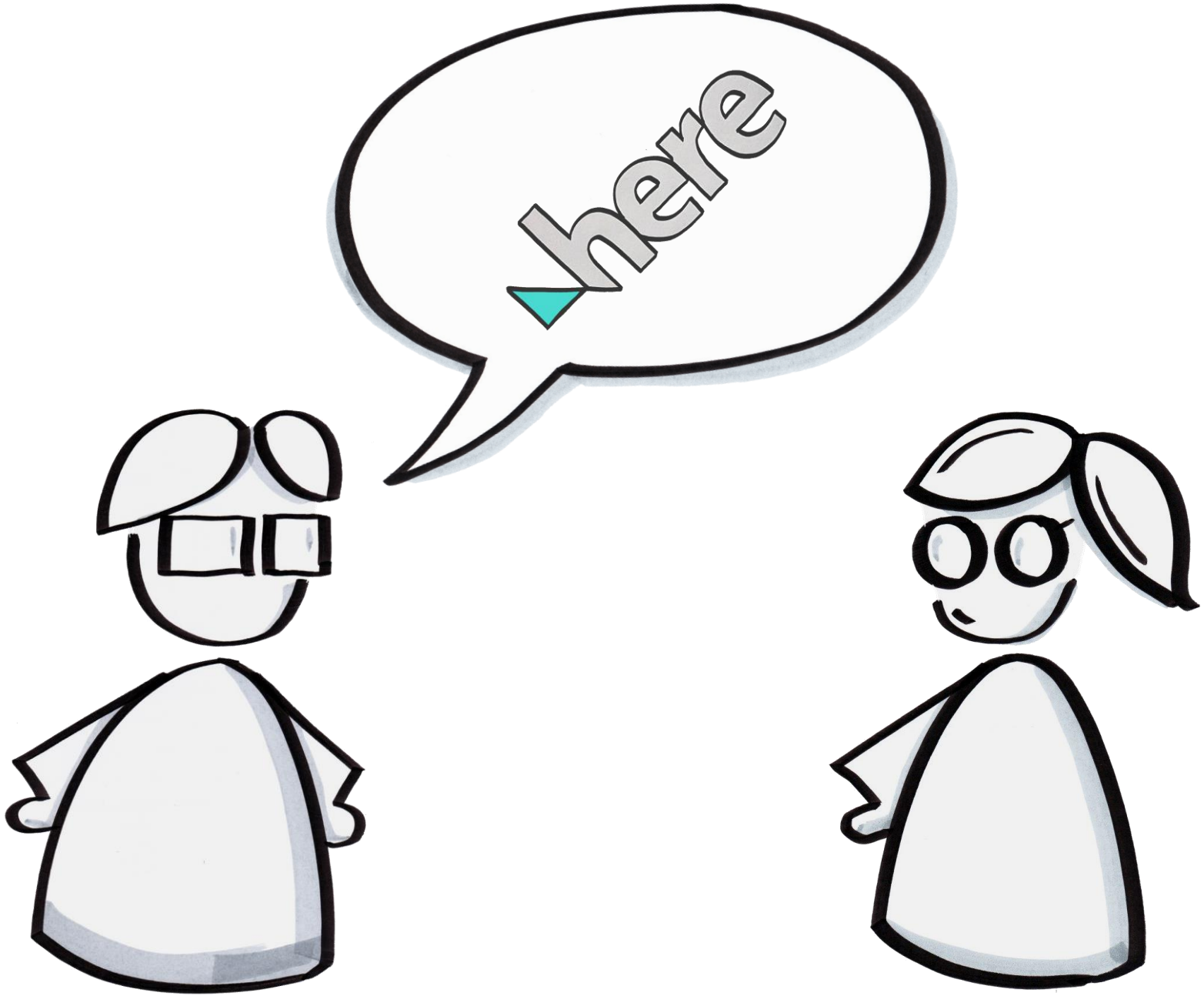
Bribery



Presentation

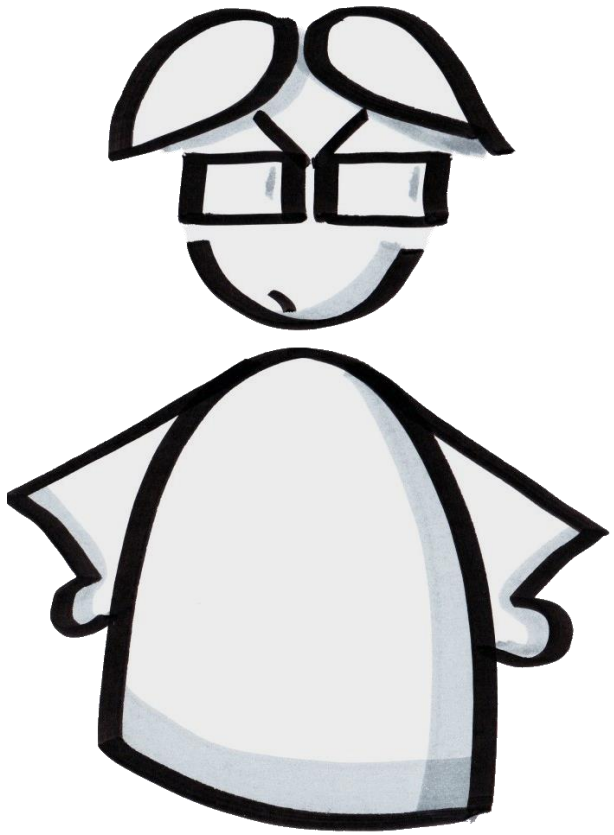


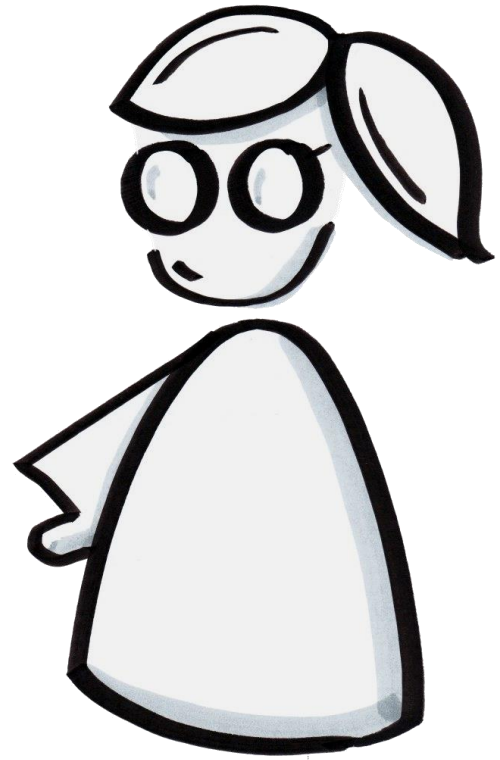
The API itself


here


Nah.


Location isn‘t exactly the hottest topic for developers, is it?

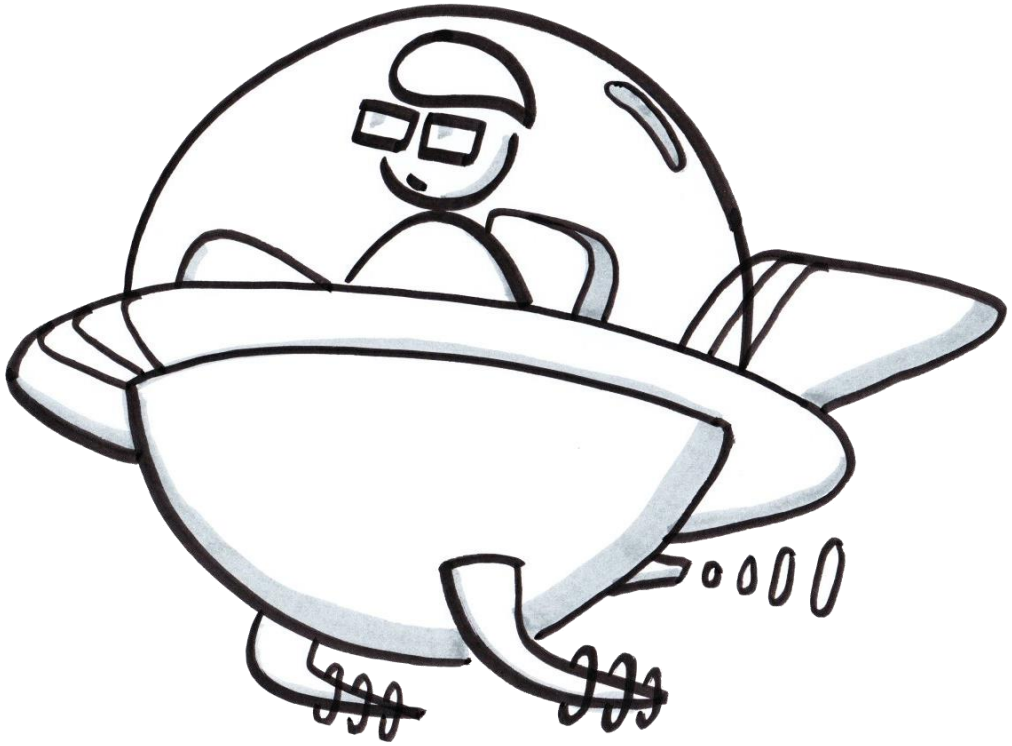




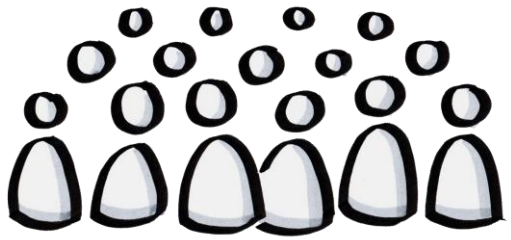

You are wrong!

But is she really wrong?

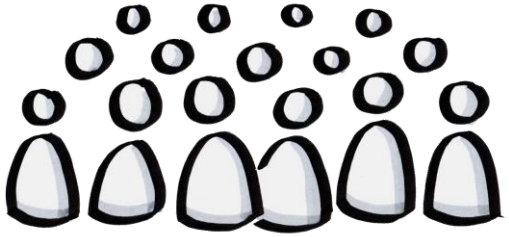
The Future™



The Future™

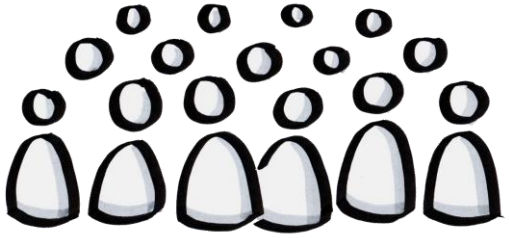


The Future™



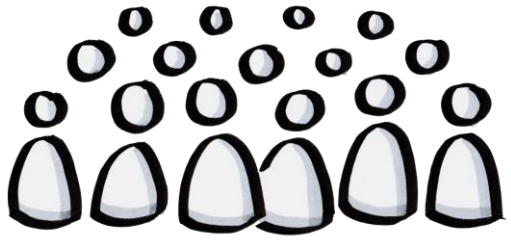
10 Billion People

The Future™



10 Billion People

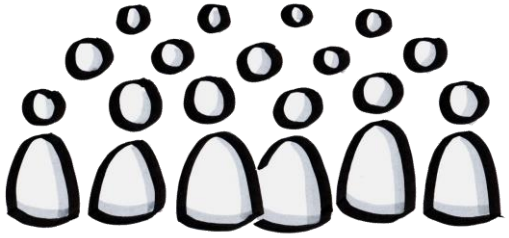
The Future™



10 Billion People

Giant Cities

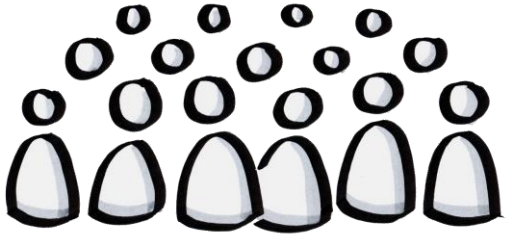
The Future™



10 Billion People

Giant Cities

The Future™

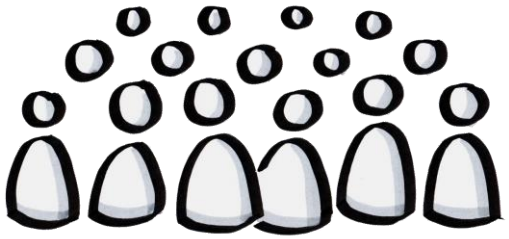


10 Billion People

Giant Cities

Autonomous cars

The Future™

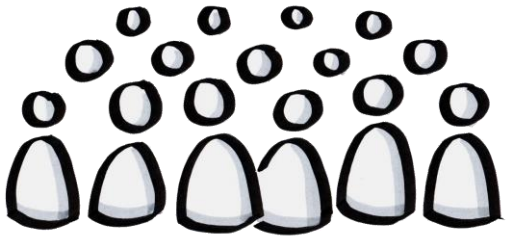


10 Billion People

Giant Cities

Autonomous cars

The Future™



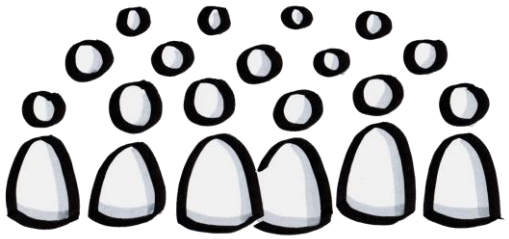
10 Billion People

Giant Cities

Autonomous everything!

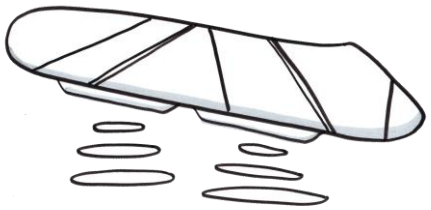
Autonomous cars

The Future™



10 Billion People

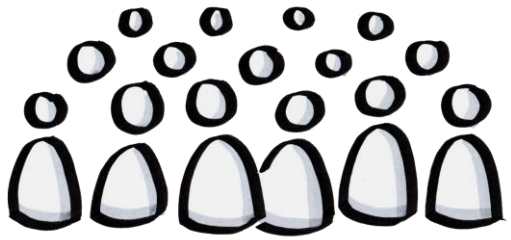
Giant Cities



Autonomous everything!

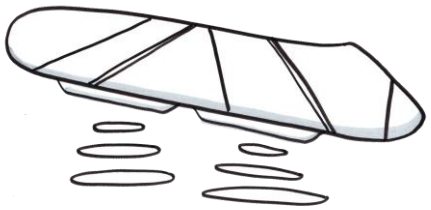
Autonomous cars

The Future™



10 Billion People

Giant Cities

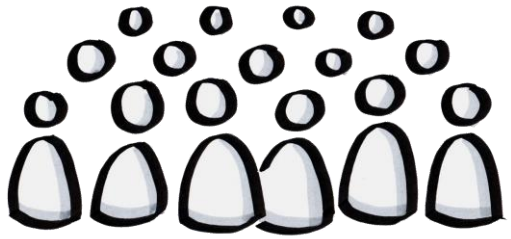


New mobility concepts

Autonomous everything!

Autonomous cars

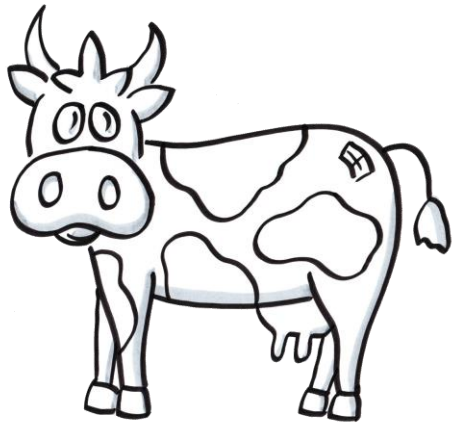
The Future™

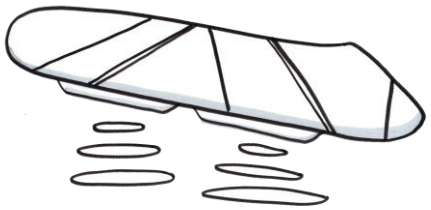


10 Billion People

Giant Cities

Autonomous everything!

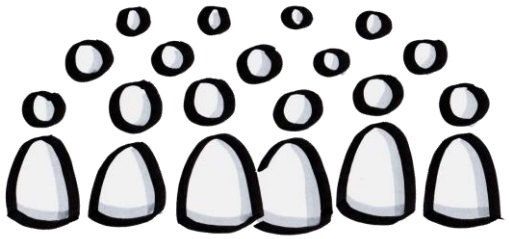




New mobility concepts

Autonomous cars

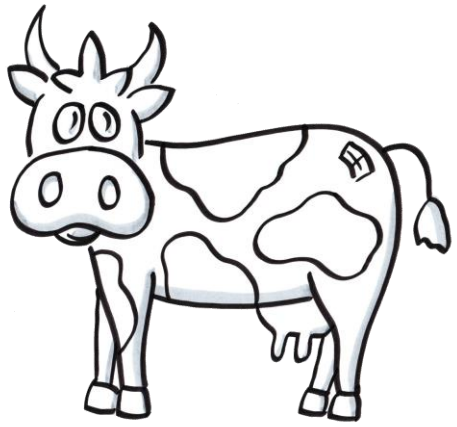
The Future™



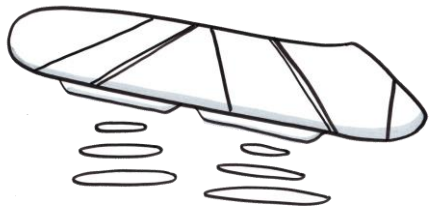
10 Billion People

Giant Cities

Autonomous everything!



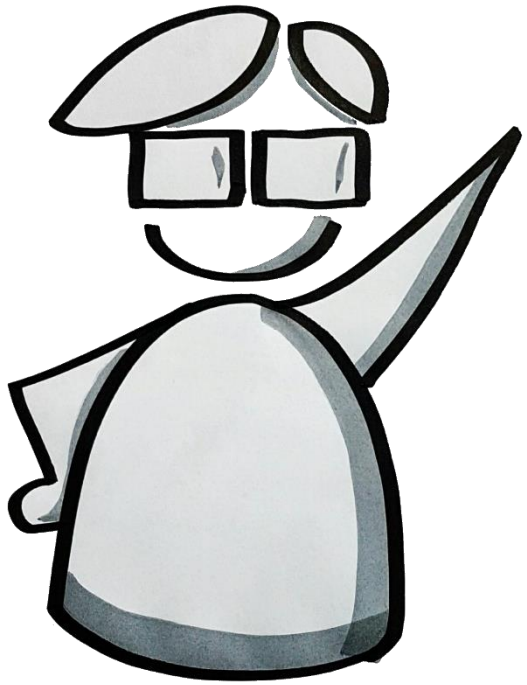
Everything is a sensor!



New mobility concepts

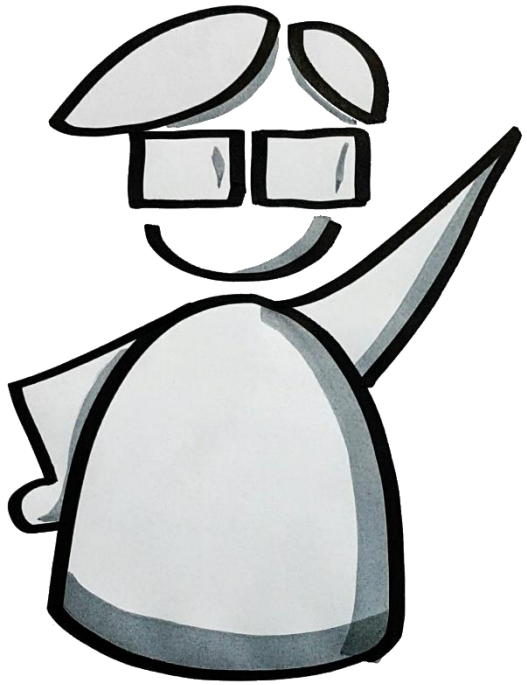
Autonomous cars

How do we make sense of this future?
How do we build this future?

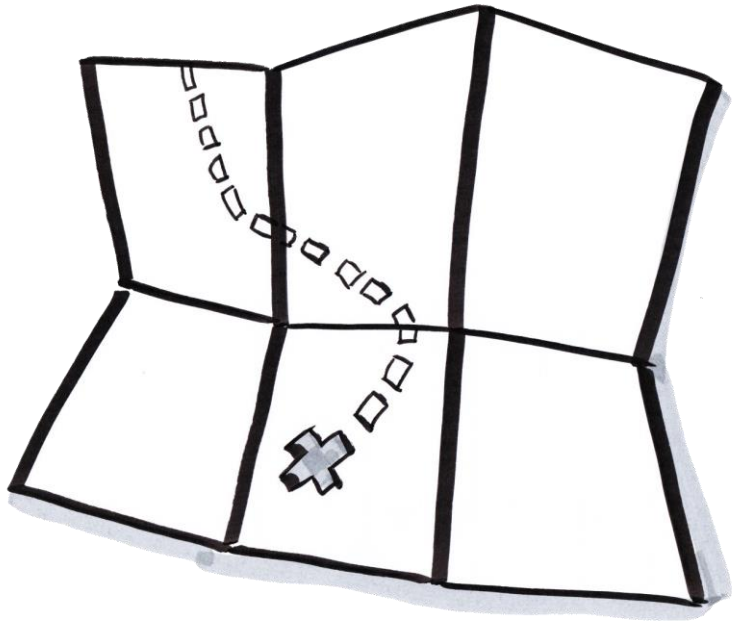


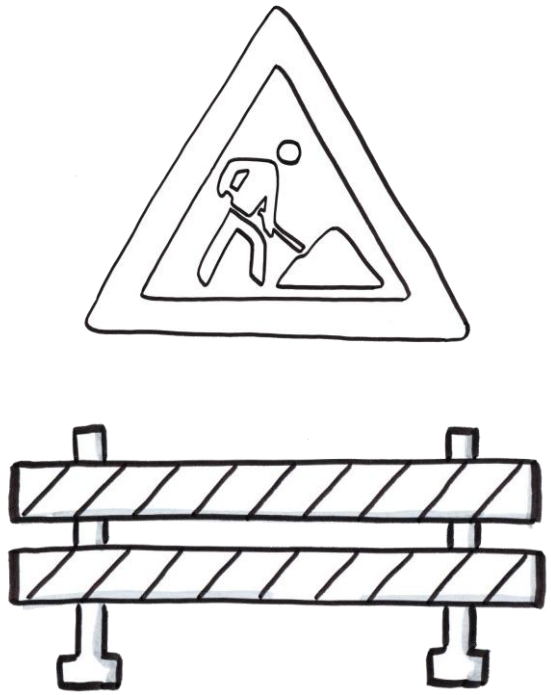
How do we make sense of this future?
How do we build this future?

Location Technology!



The Present

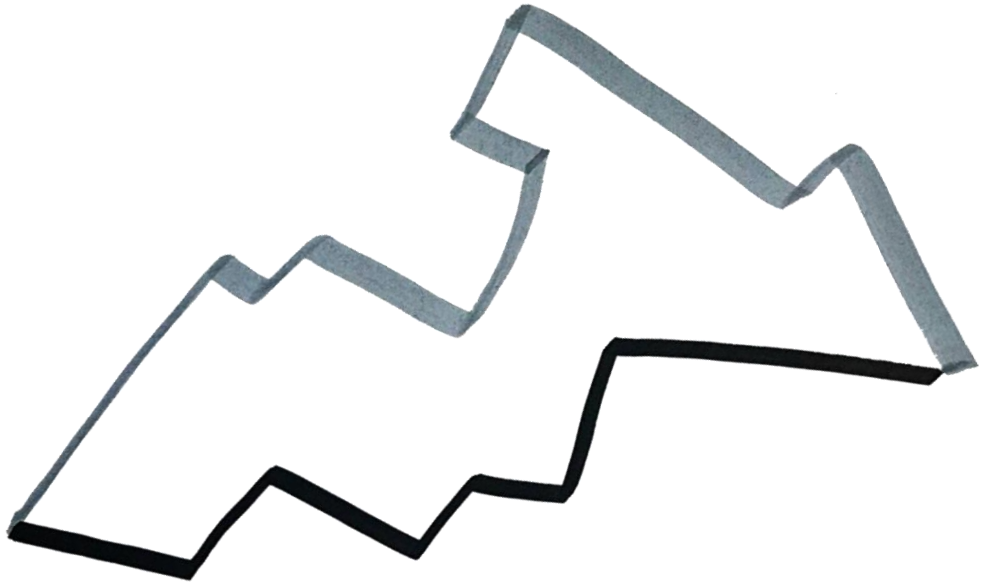


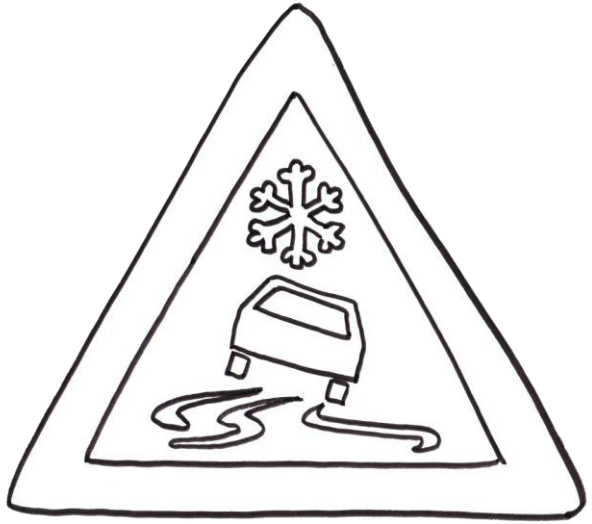


We have amazing **Maps**.

But they are static, they have no real-time data, they don‘t self-heal.

The Present

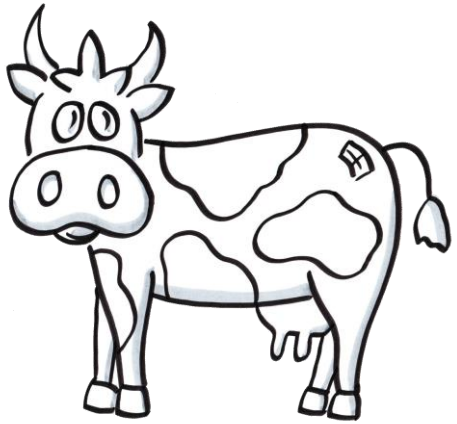




We have an amazing **Routing**.

But it does not know about the ice in that dangerous corner.

The Present

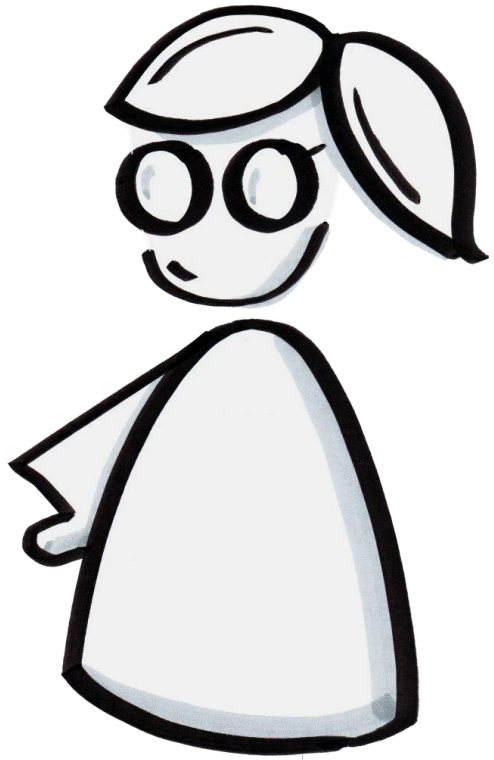


Every car (and cow) is a sensor array, generating a constant stream of amazing location data.

But we have no good way of using that data, creating new insights and applications.

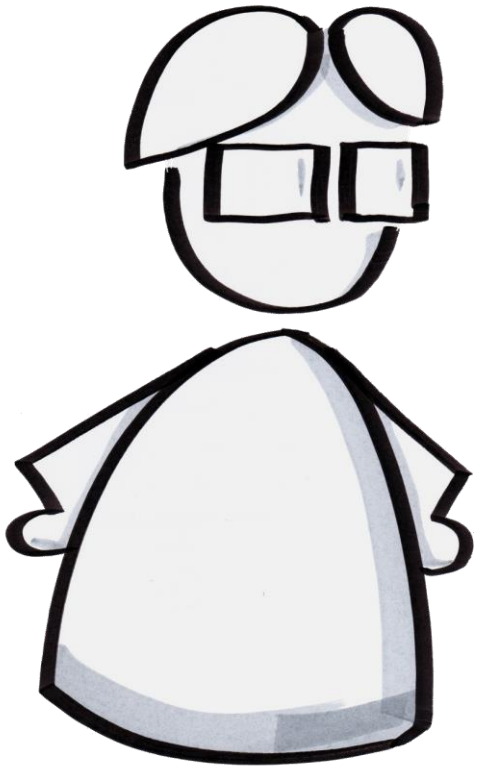
She was right!*

Current maps and location services are built for the past.

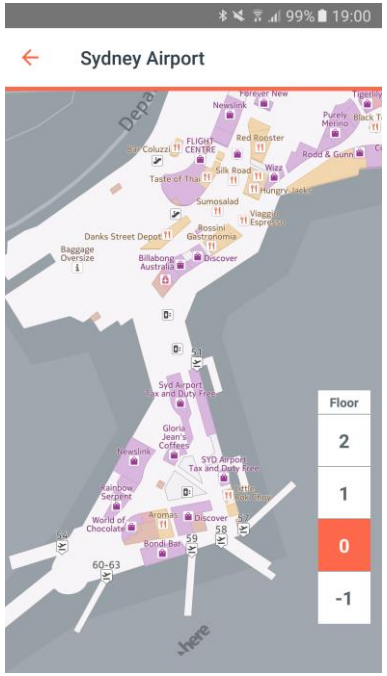


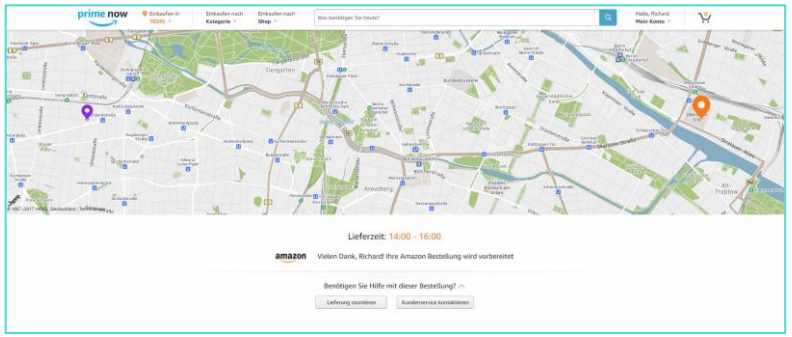
*but: see next slide

She was also wrong.



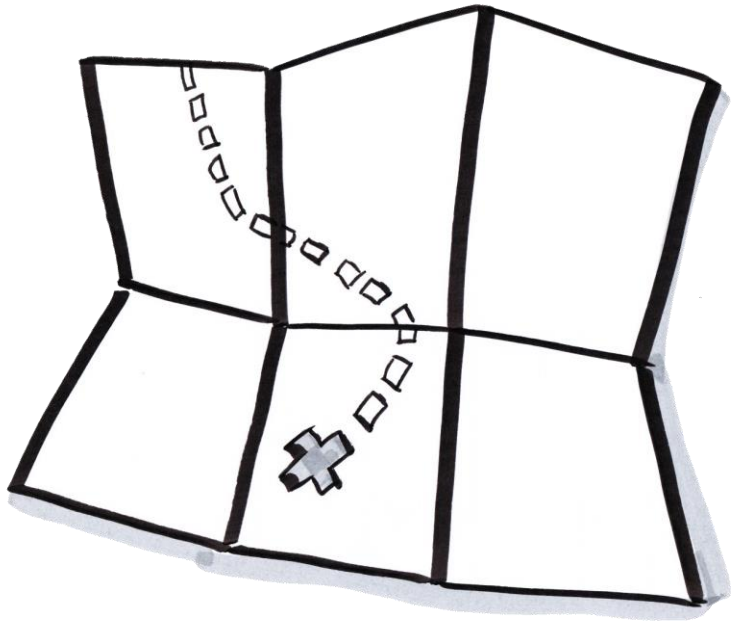
Current location technology is still amazing.





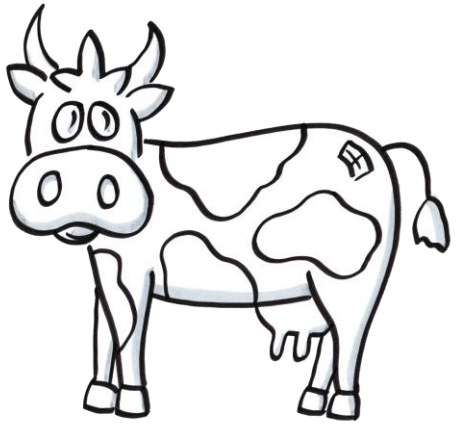
But it is not ready to build the Future™.
And we need amazing location intelligence to build the future.

What do we need?



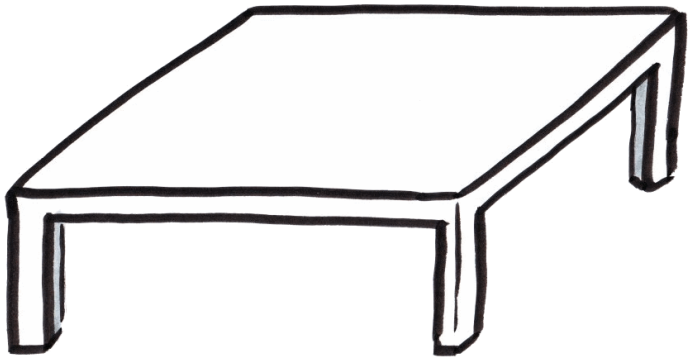
First, we need a map.

A better map. A 3D, real-time, high-definition, self-healing representation of the world around us.



Second, we need data.

But more and better data.
Data from vehicles, data from infrastructure, data from people,
data from things and data from cows.



Third, we need a platform.

Infrastructure and marketplace to connect maps,
location data, location services and
enable developers, data consumers, data producers.

Fourth, developers, developers, de..you get the idea.

We can only build the future with such a platform, if its powerful tools and amazing data are available to developers.

HERE Open Location Platform

HERE Open Location Platform

One-stop shop for location-centric development

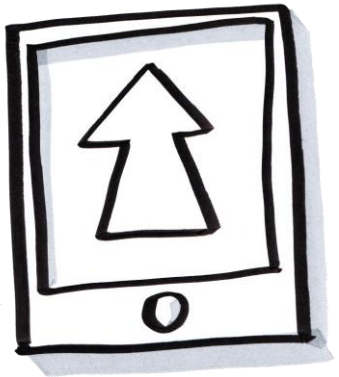
Development Environment

Online and offline secure multi-tenant development environment to create data products, services, or applications

Marketplace

Integrated secure eCommerce environment to monetize data products, services, or applications brought from external to OLP or created in OLP development environment

Example



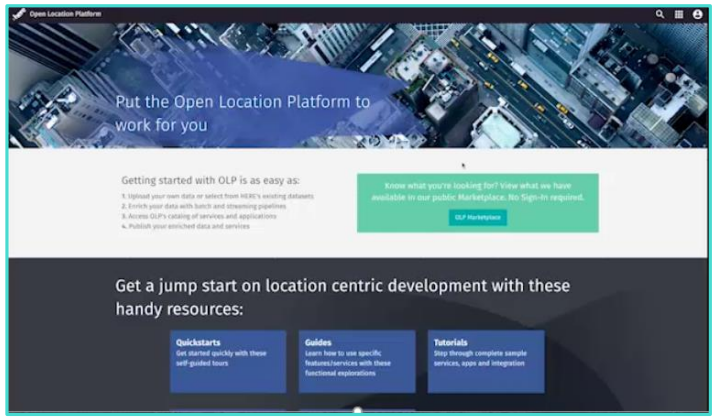
DinoCycle

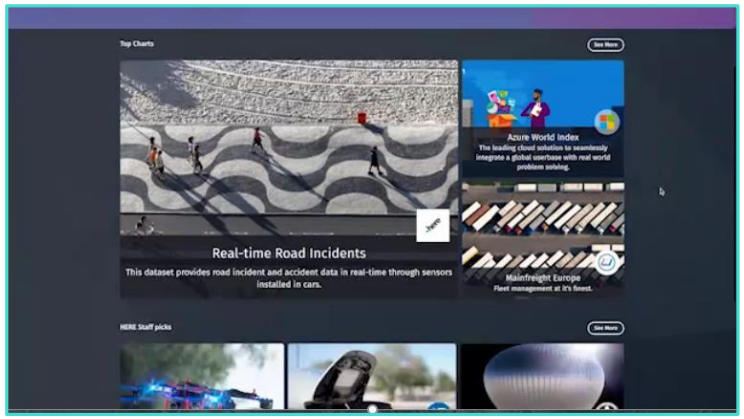
A company that makes an app for cyclists.
One of the core features: a bike road safety index.
Problem: limited data from app.

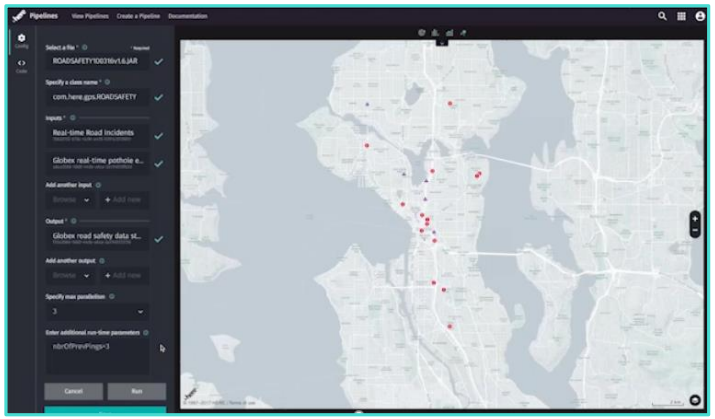
Sign-up,
Account Management

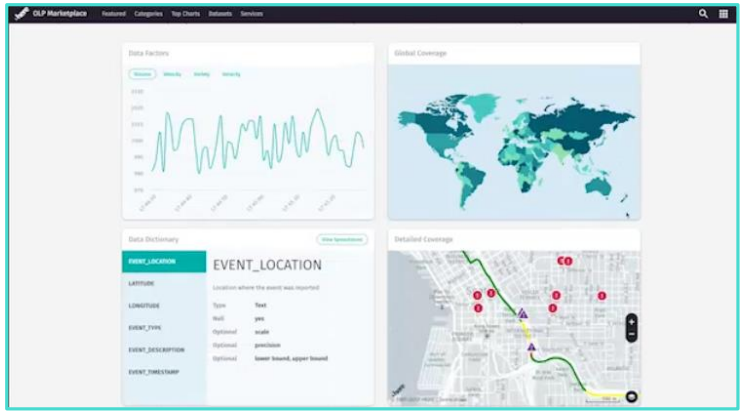
Data Access &
Ingestion

Data Analysis



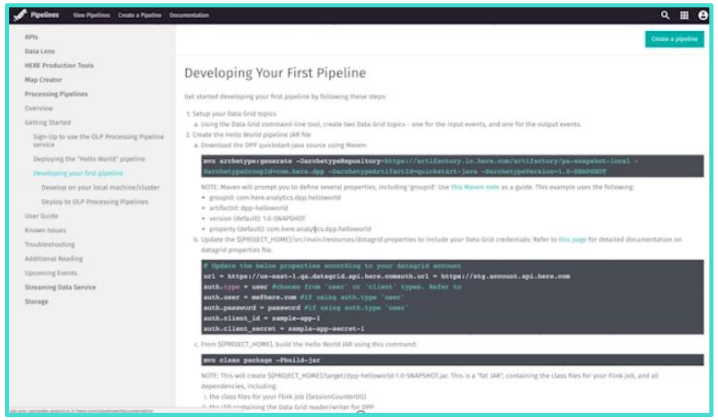


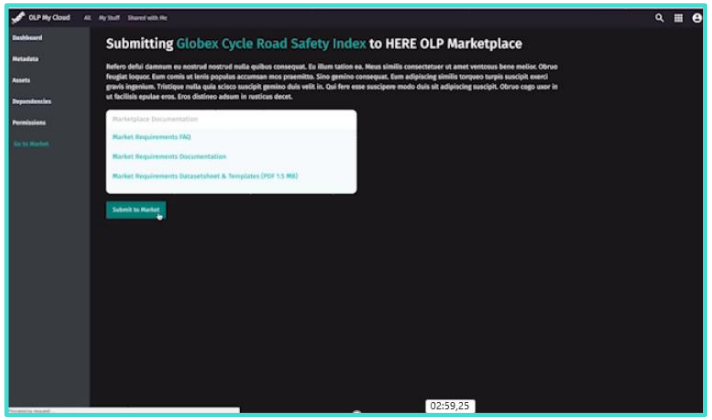


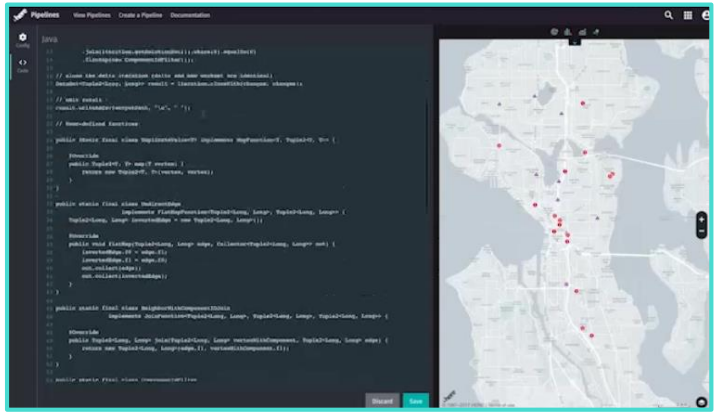


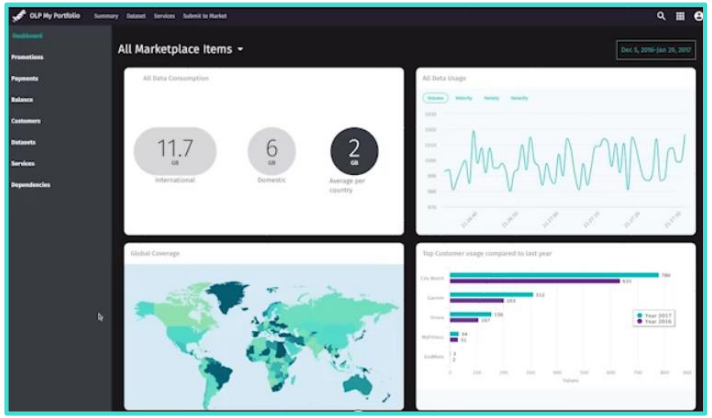
Data Processing

Data Publishing

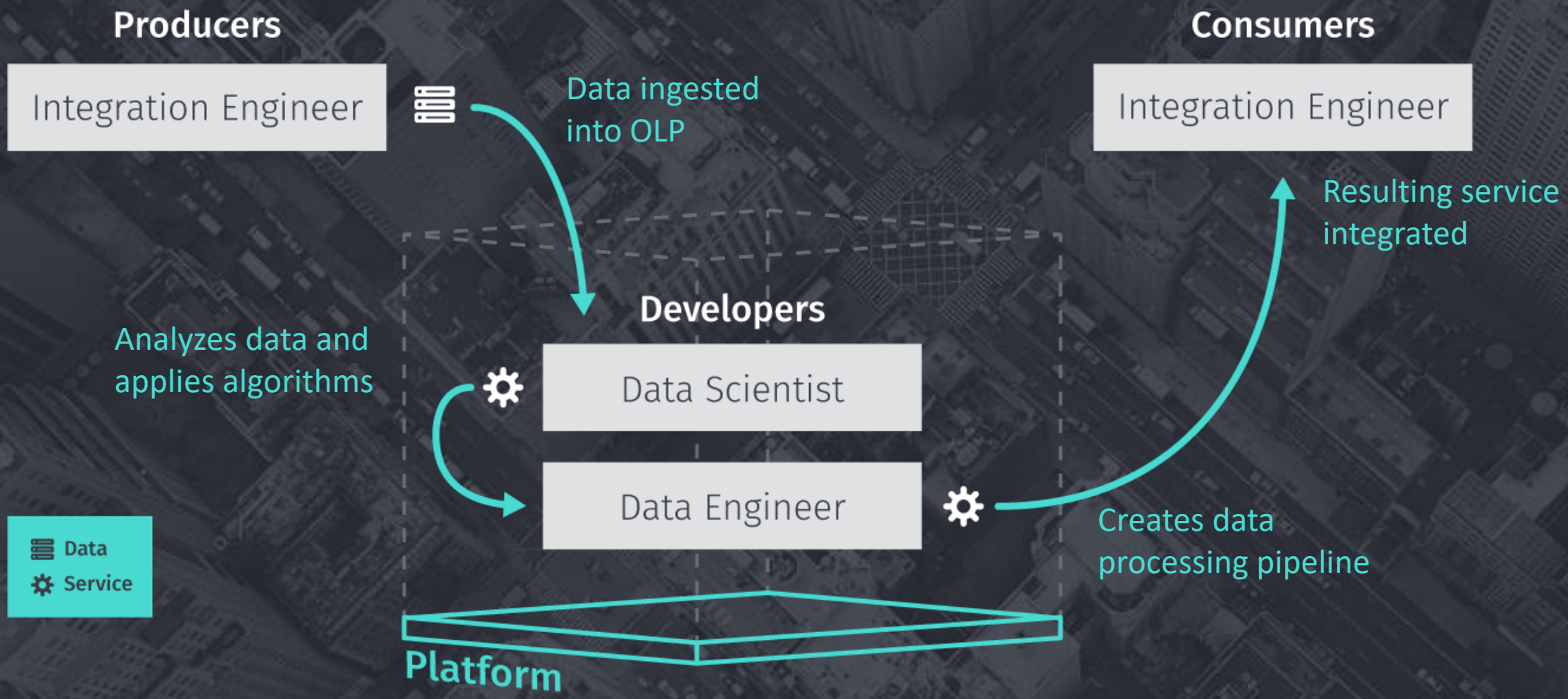








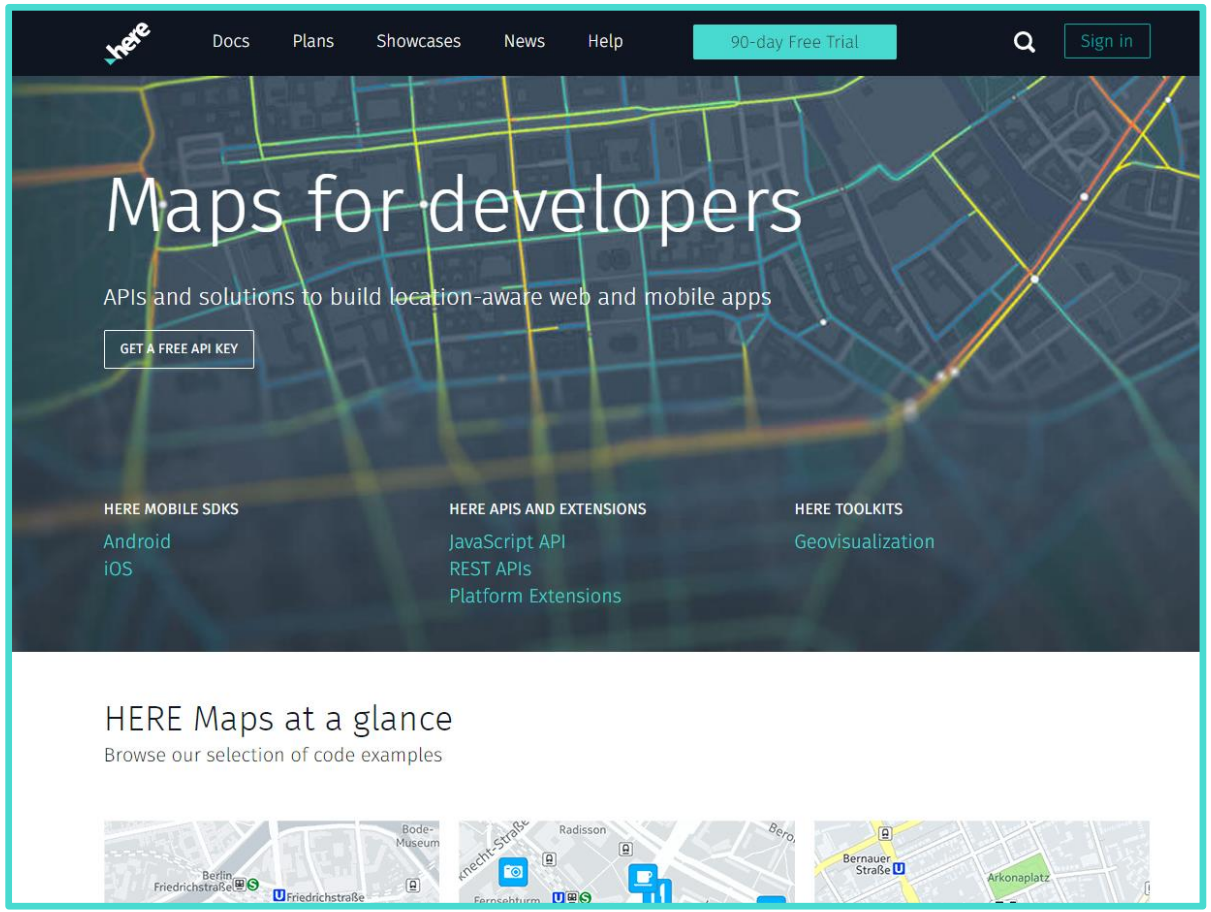
High-level user interaction flow



OLP is composed of 4 layers, and built on the foundation of Reality Index

Focus on developers!

It‘s never been more exciting to be a GeoIT developer!



@sueselbeck

https://developer.here.com