HERE Places Extract

Up-to-date data on real-world places

HERE Places Extract delivers up-to-date information about real-world places to enrich mapping solutions. It provides location awareness and context on points of interest (POI), including their precise address, opening hours, services, and accepted payment methods for users such as private drivers, pedestrians or delivery services. Well known or branded POIs also aid navigation, providing a recognizable reference point.

With HERE Places Extract, customers can retrieve places information on demand rather than waiting for a monthly release cycle. This feature enables solution providers to offer a more accurate representation of the real world, allowing their users to easily search for POIs.

Customers can use the filtering-by-category option to match data to their specific product use cases. In addition, they have the option to request all POIs in a given region or country, or create custom datasets from any of the available countries.

Key Industry use cases

→ **Automotive:**
Enables location awareness and quick identification of nearby POIs for customers. Enhances the navigation experience by providing frequently visited destinations and accurate routing.

→ **Transportation & Logistics:**
Enhances routing and navigation, and identifies POIs along the route, such as the nearest fueling station, electric vehicle (EV) charging station, or parking lot.

→ **Media**:
Increases the effectiveness of advertising campaigns by enabling to deliver targeted ads based on customer location as they approach the advertising retailer.

Fresh
Real-time, fully automated ingestion and processing with monthly releases.

Customizable
Data extracts can be complied by category, geography, update cycle, and quality score.

Accurate
The content is >85% accurate, keeping up with real-world changes. Every POI has navigable routing point for accurate destination arrival.

Product features

HERE Places Extract offers a rich dataset with over 400 categories, including banks, gas stations, restaurants, and many more, along with more than 260 attributes such as opening hours and cuisine type. The product quality is strong thanks to proprietary algorithms and extensive quality testing, ensuring accuracy and reliability. Additionally, HERE Places Extract provides enhanced search and destination selection capabilities, enabling product differentiation and offering a more engaging and intuitive user experience.

Product differentiators

→ **Value-driven data:** HERE provides accurate and value-driven POI data from multiple sources that are correctly matched to context.

→ **Quality-based selection:** Machine learning and training data calculate places accuracy based on supplier and attribute level quality. Quality scores enable filtering and selecting content for specific use cases.

→ **Late-stage binding:** Customers can integrate places data later in their compilation process, increasing freshness and accuracy.

Data format
XML

Coverage
More than 140M POIs available in 196 countries and territories

Update frequency
Monthly

About HERE Technologies
HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at **here.com.**

Want to talk? We do, too. Get in touch here.