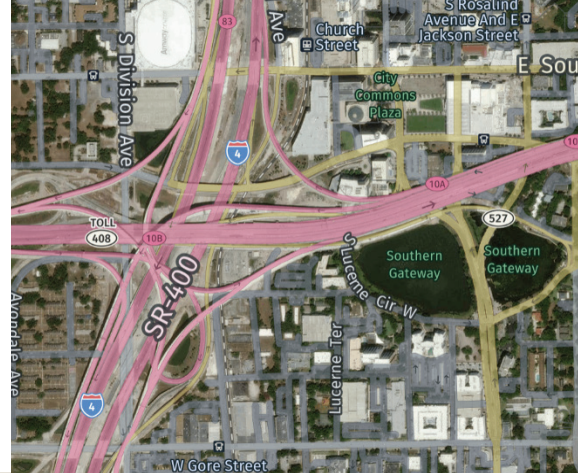




MAPPING FOR HERE

CASE STUDY



Currency and clarity for validating mapping updates

HERE sees a cleaner, safer and more efficient world—enabled and enhanced by location technology. A customer for more than a decade, HERE accesses Maxar imagery basemaps through a SecureWatch subscription so that its maps provide accurate information to emergency and delivery services, enhance navigation and highlight local development.

Maps for millions of people worldwide

HERE combines specialized mapmaking with advanced artificial intelligence and machine learning expertise to provide location data, tools and services to its users. Travel, operations, deliveries and even delays are more manageable with the latest maps. HERE has thousands of terabytes of validated location data, which is easily accessible and kept up to date to reflect real-world conditions. On-demand access to Maxar's high-accuracy, high-resolution satellite imagery helps HERE maintain current, accurate maps across the world.

HERE relies on Maxar imagery basemaps accessed through SecureWatch to extract map features and pull them into HERE's Map Creator application. HERE also uses Maxar imagery basemaps as an optional contextual layer within its app. This visual clarity is vital for both human eyes and machines scanning pixels to extract information. When HERE is alerted to updates from its customers, employees or volunteer mapping community about changes that need to be reflected in its maps, HERE turns to even more current satellite image strips from Maxar—also accessed through SecureWatch—to validate the feedback, extract updated vectors and merge these updates with existing map data to ensure the maps in its navigation app are as accurate as possible.

The combination of frequent Earth observation and on-the-ground knowledge is powerful. The people who are positioned best to know what's right and what's wrong with current maps live in those communities. With HERE's Map Creator, anyone can create an account and edit directly on the map, bringing a local approach to the world. Contributors' real-life experiences with their surroundings result in added roads, routes, businesses and even house numbers. Map Creator is not just for enticing business patrons or guiding tourists: Emergency departments and delivery services rely on HERE maps for safe routes and reliable location information, and GIS students get hands-on experience with new technologies as they update and annotate HERE's maps, used by millions of people worldwide in mobile apps, social networks and in-vehicle navigation systems.

"The real value SecureWatch brings HERE is the ability to access Maxar's wellspring of high-resolution imagery. We can reliably stream a real-life contextual basemap for our end users via API and pull up the freshest images to validate change as quickly as we receive feedback from our online community—all from one convenient online service".

— Dan Thompson

Product Manager, HERE



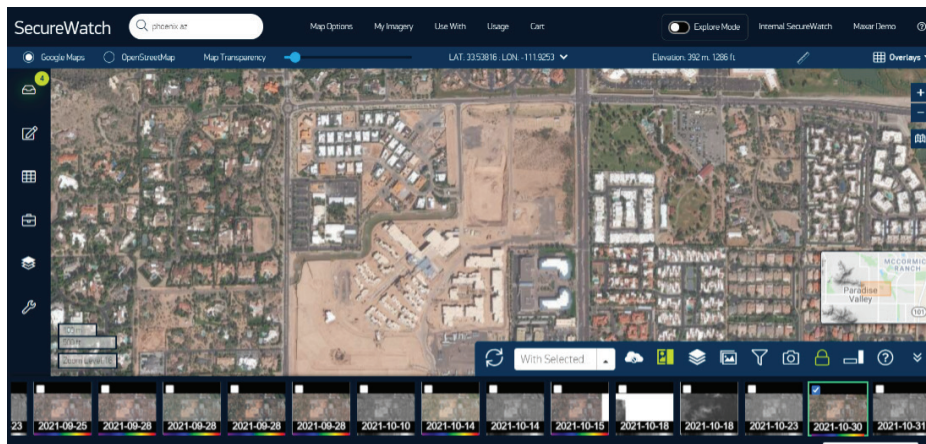
Actionable imagery

Vivid imagery basemaps

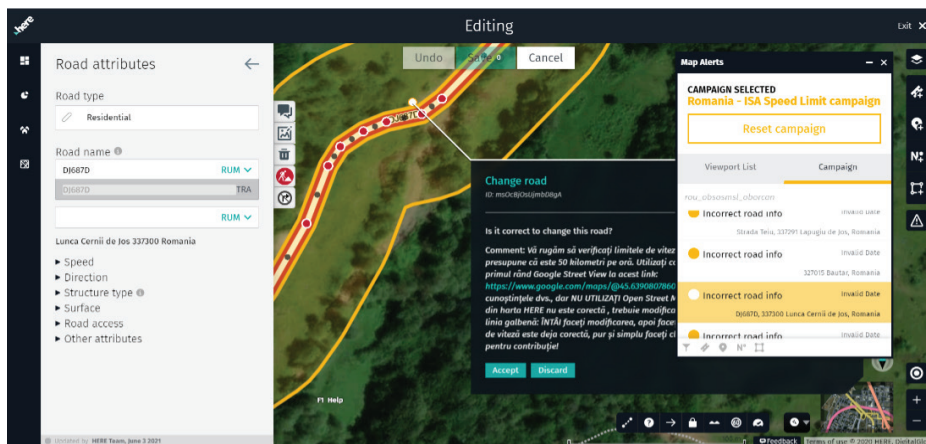
Maxar's Vivid imagery basemaps are a reliable foundation for mapping, presenting the world the way you expect to see it. With unmatched global accuracy, stunning visual clarity, annual refresh and flexible access options, imagery basemaps provide consistent support for customer missions—locally or crossing the globe.

SecureWatch

Maxar's SecureWatch brings the world into focus with on-demand access to the world's most recent high-accuracy, high-resolution satellite imagery and geospatially derived analytics. Every day, Maxar adds more than 3 million sq km of imagery, over the areas that matter most, so our customers can monitor changes and make critical updates to maps as quickly as they happen.



October 2021 imagery showing development near Phoenix, Arizona, USA, via Maxar SecureWatch



Bring a local approach to the world by editing directly on HERE's maps. Image courtesy HERE Map Creator platform.

AWARD-WINNING IMAGERY AND ACCESS

In 2019, Maxar won HERE's Americas Region Most Innovative Supplier Award. Maxar supplies HERE with 50 cm imagery globally and 30 cm imagery over major cities.

JOIN THE MAP CREATOR COMMUNITY

In our rapidly changing world, it can be tough to keep maps fresh and up to date. Want to help improve HERE's maps?

Sign up at mapcreator.here.com.

MAXAR