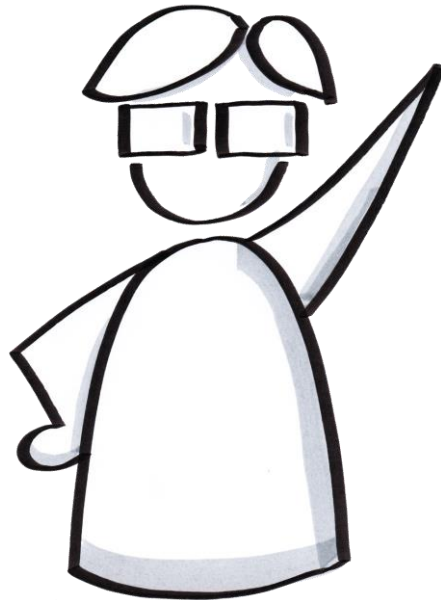


WHERE CAMP

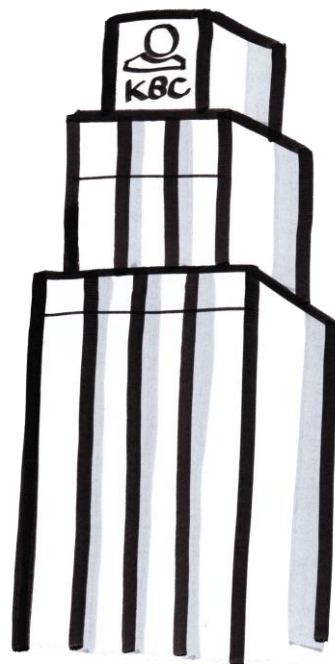
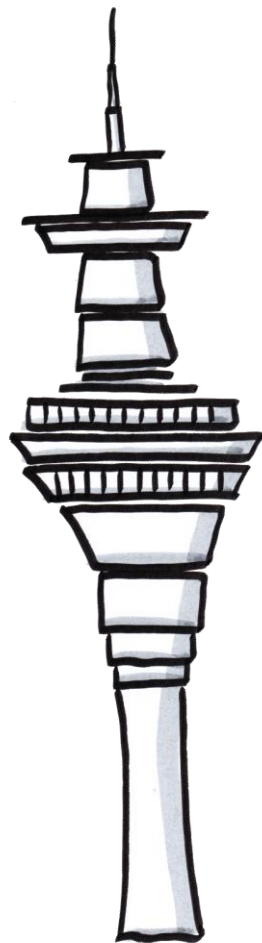
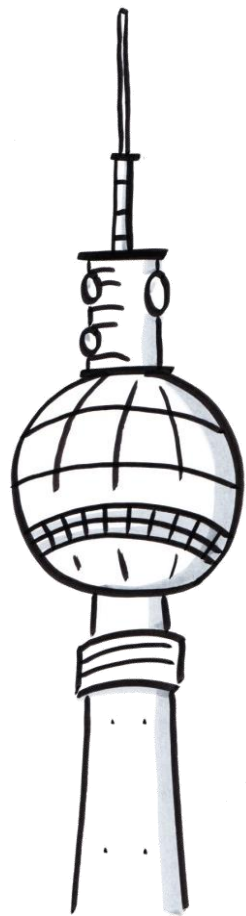


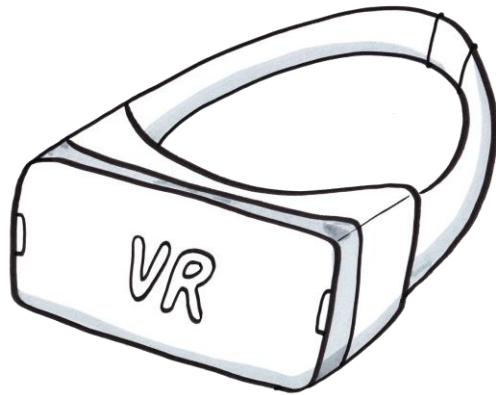
Dr. Richard Süselbeck
Principal Developer Evangelist
HERE Technologies

 @sueselbeck

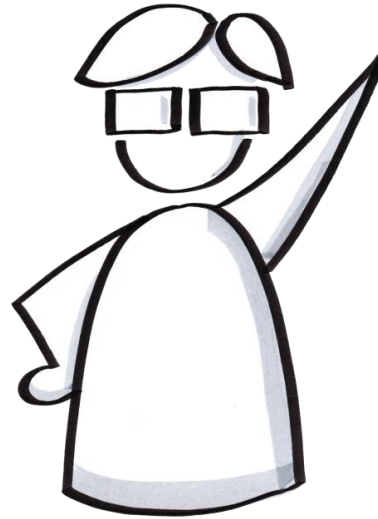


HACKATHONS

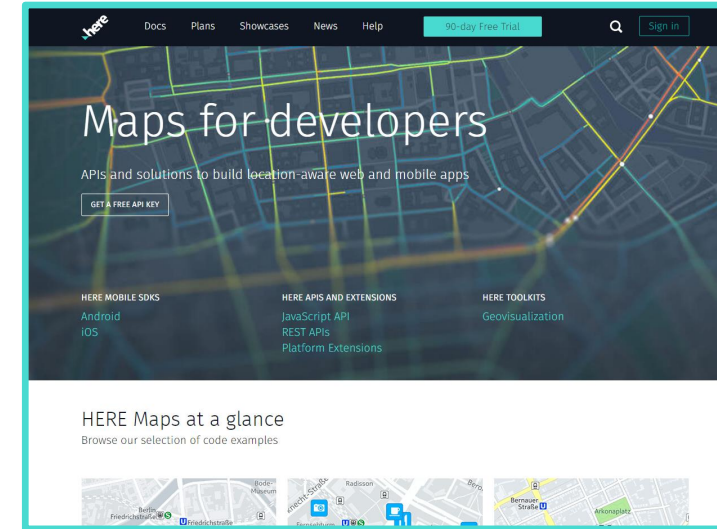




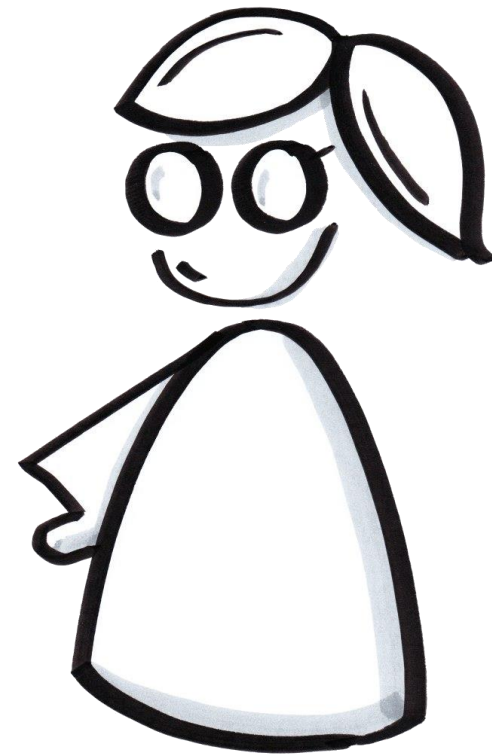
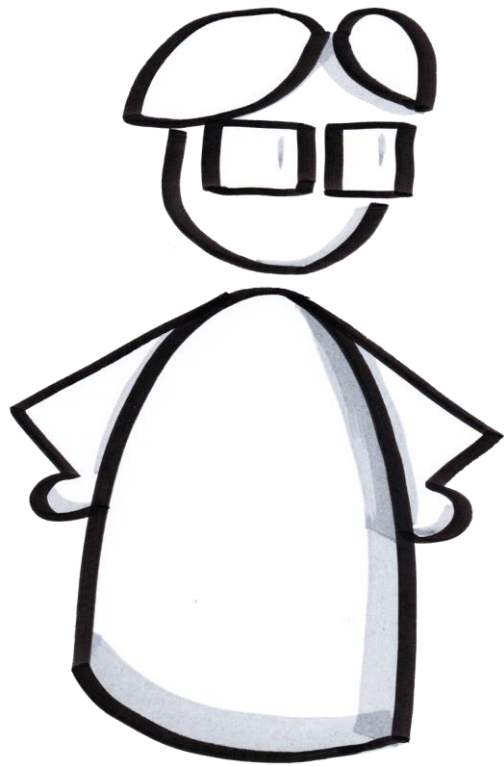
Bribery



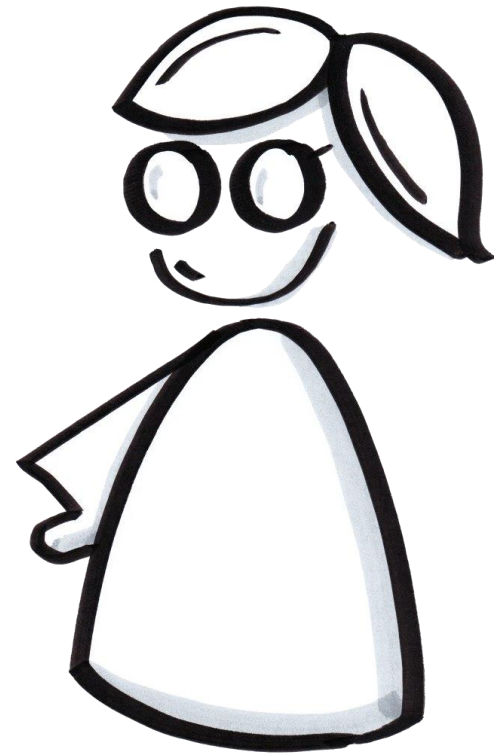
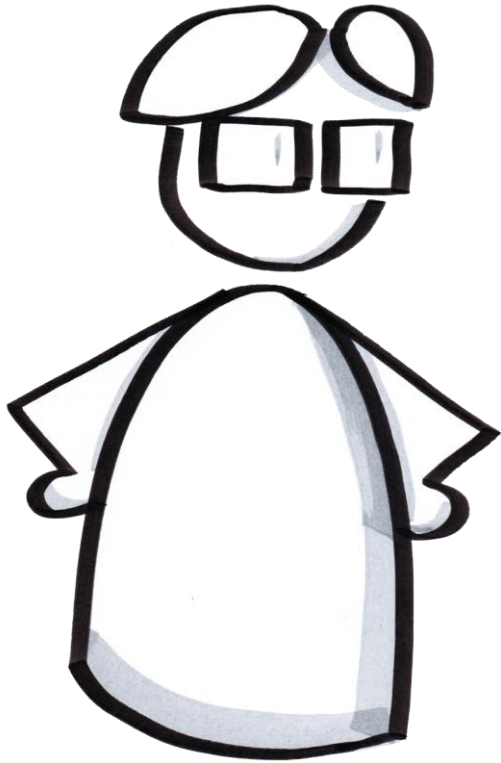
Presentation



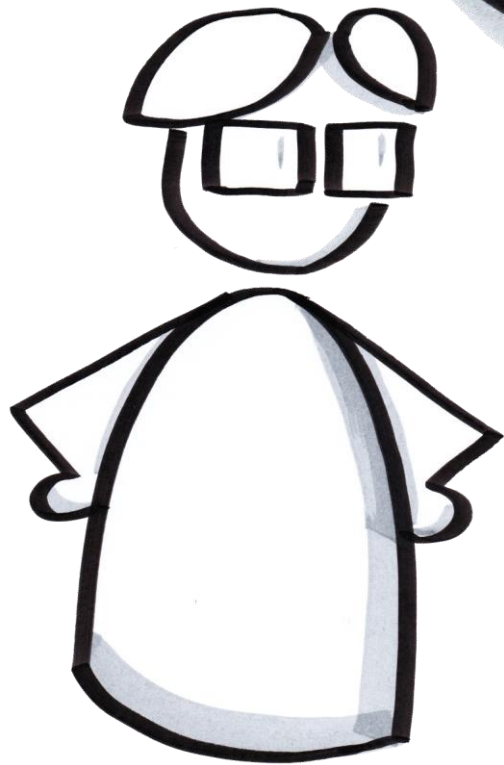
The API itself

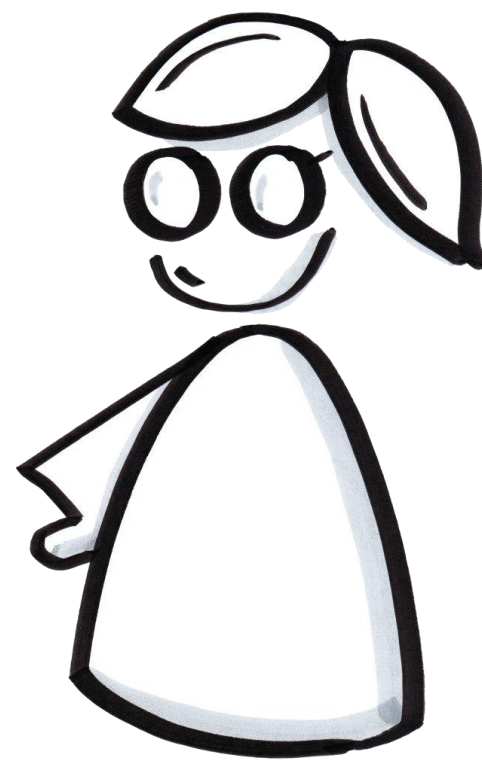
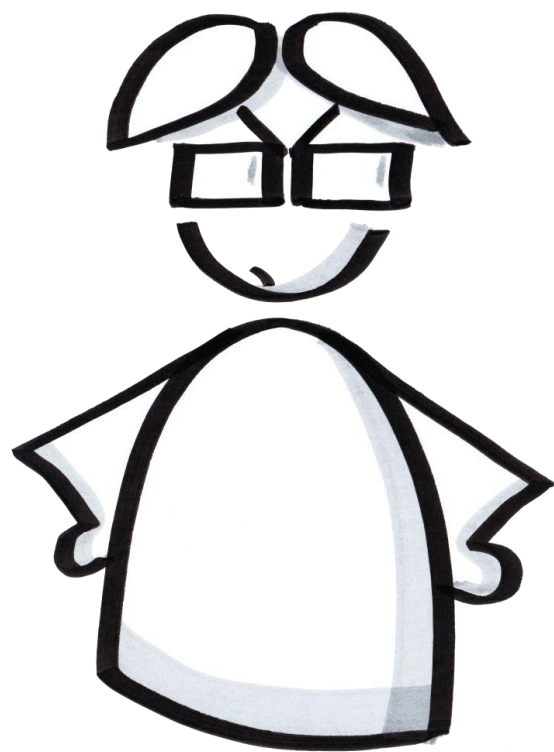


Nope.

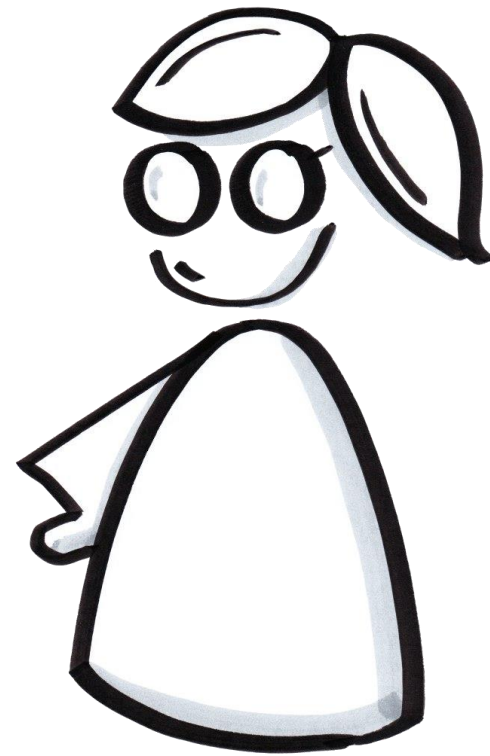
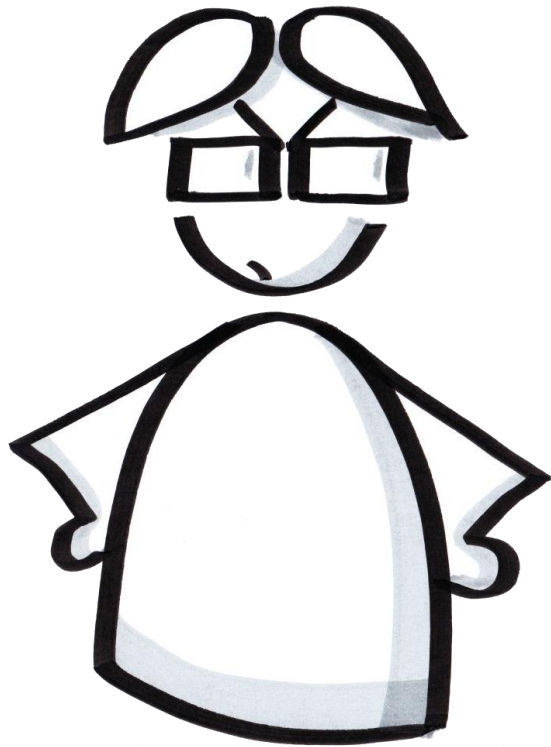


Location
technology
is boring.





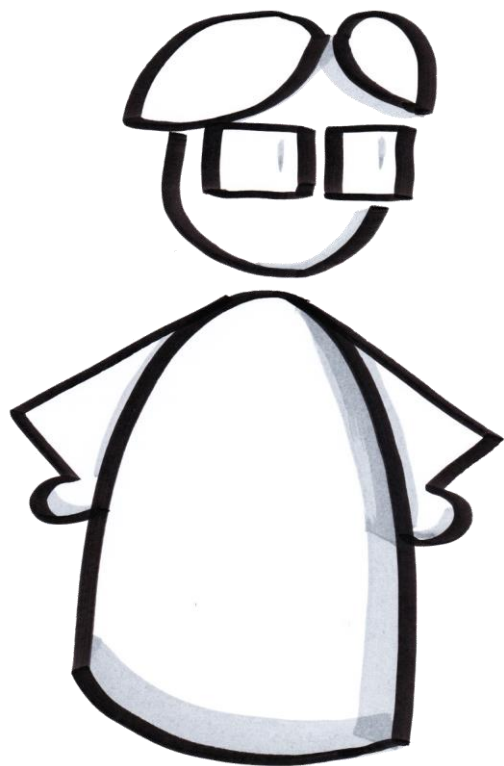
You're wrong!





But is she?

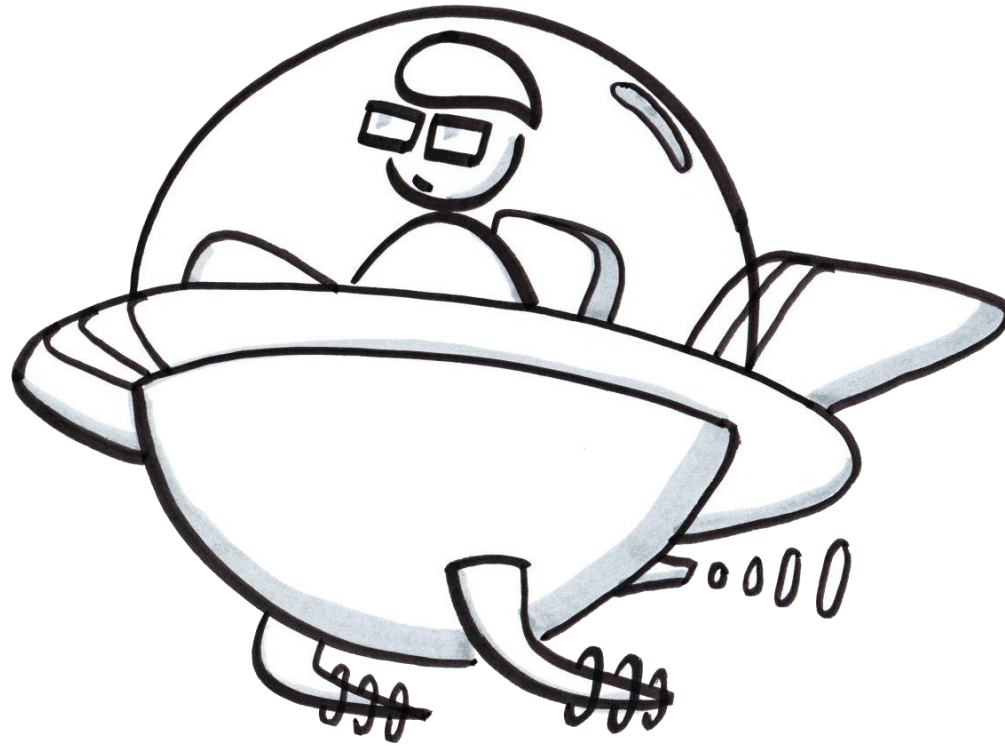
Location is
solved.

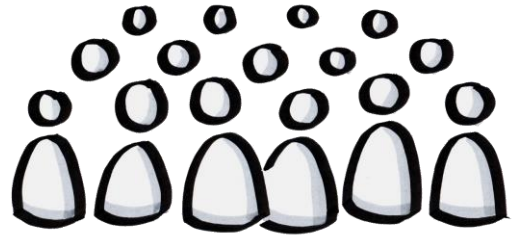


“The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it.”

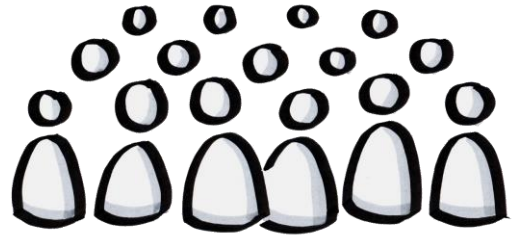
- Mark Weiser

The Future™



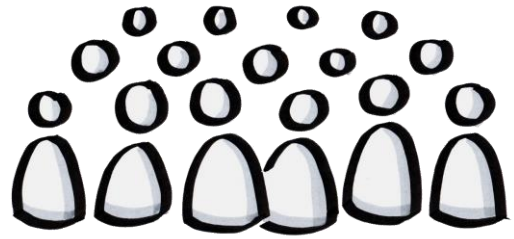


The Future™



10 Billion People

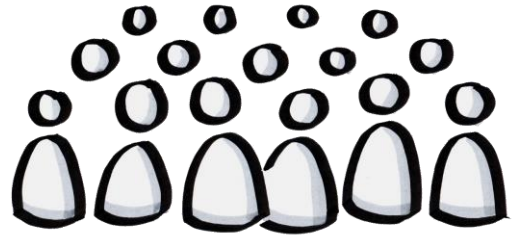
The Future™



10 Billion People

The Future™





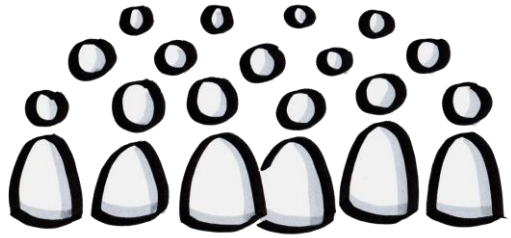
10 Billion People

The Future™



Giant Cities

The Future™



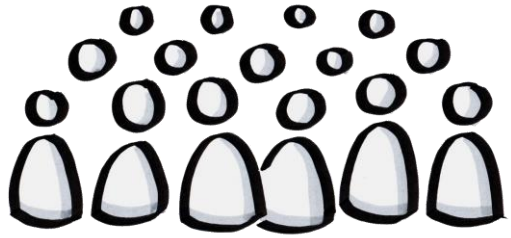
10 Billion People



Giant Cities



The Future™



10 Billion People

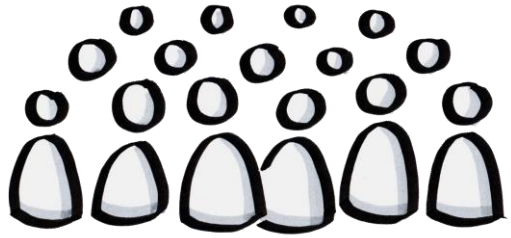


Giant Cities



Autonomous cars

The Future™



10 Billion People

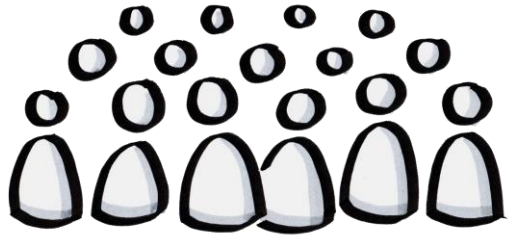


Giant Cities



Autonomous cars

The Future™



10 Billion People



Giant Cities

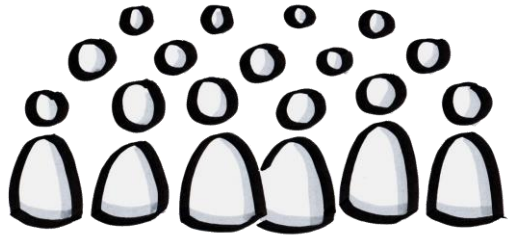


Autonomous everything!



Autonomous cars

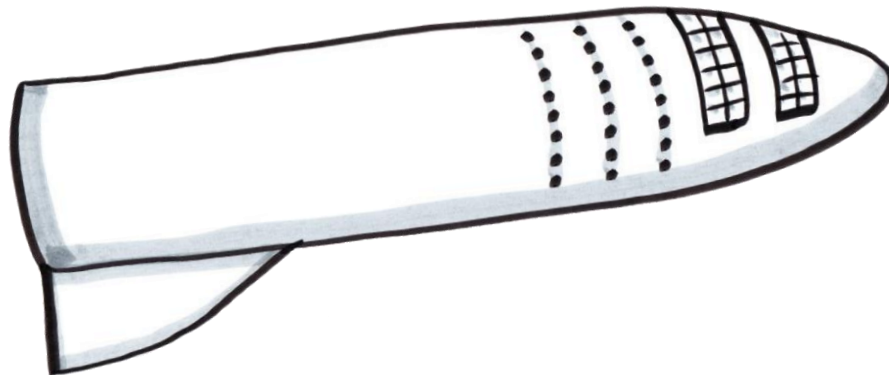
The Future™



10 Billion People



Giant Cities

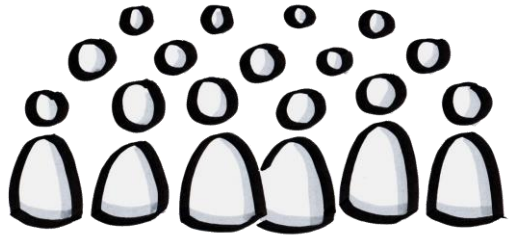


Autonomous everything!



Autonomous cars

The Future™



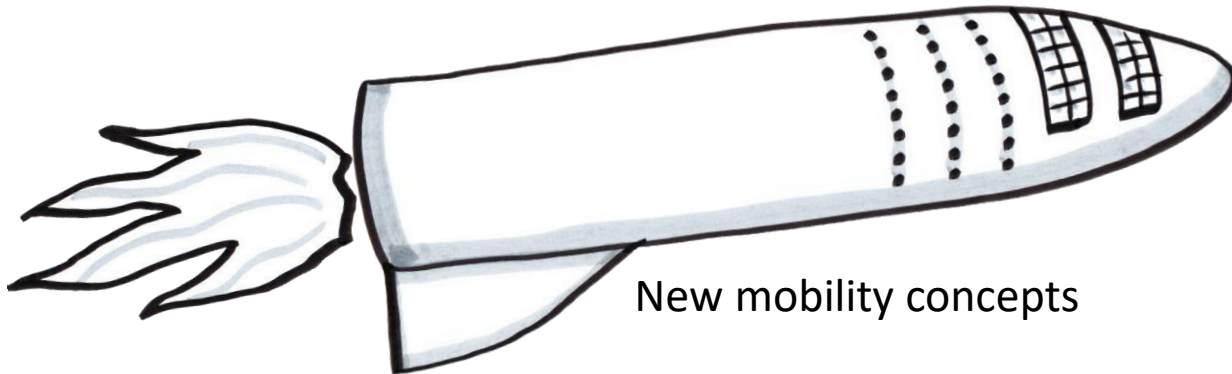
10 Billion People



Giant Cities



Autonomous everything!

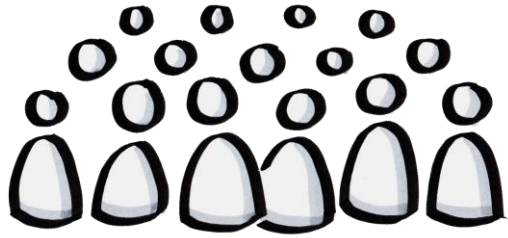


New mobility concepts



Autonomous cars

The Future™



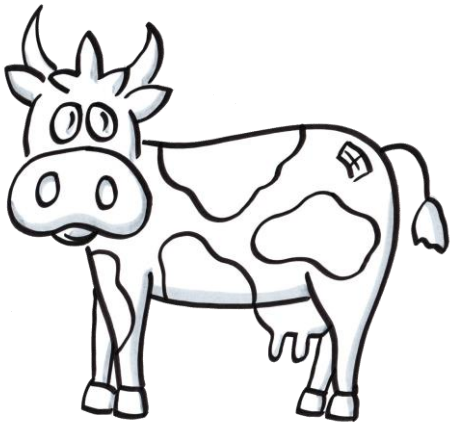
10 Billion People



Giant Cities



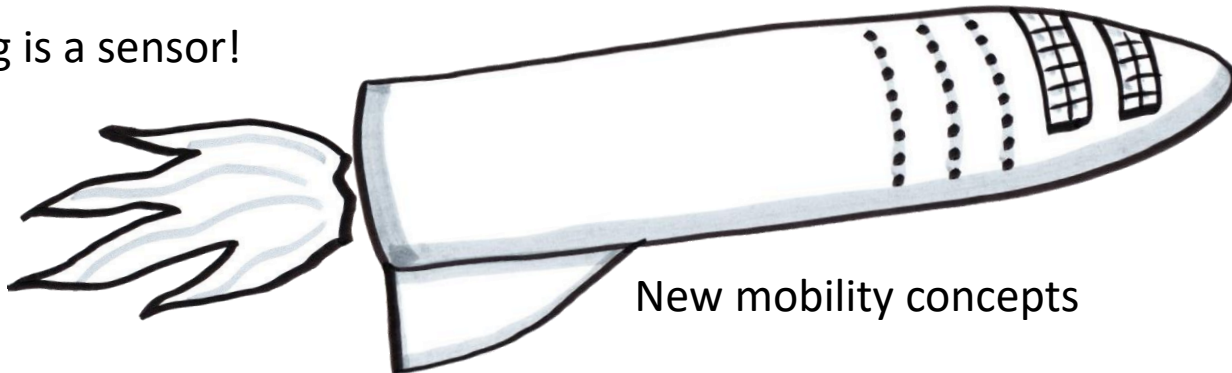
Autonomous everything!



Everything is a sensor!

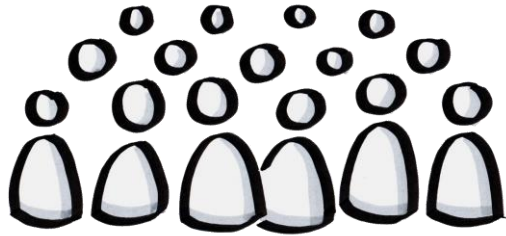


Autonomous cars



New mobility concepts

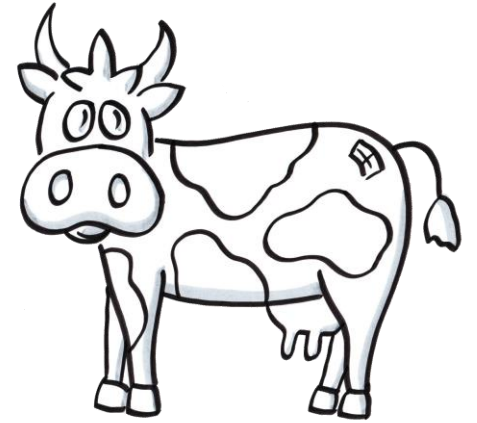
How do we make sense of this future?



10 Billion People

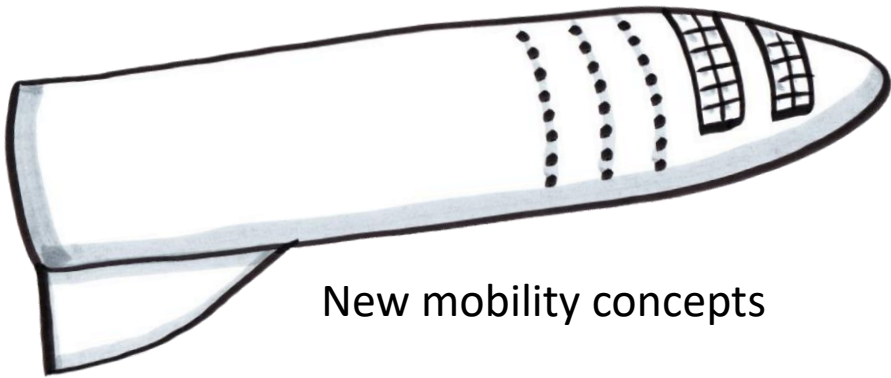


Giant Cities

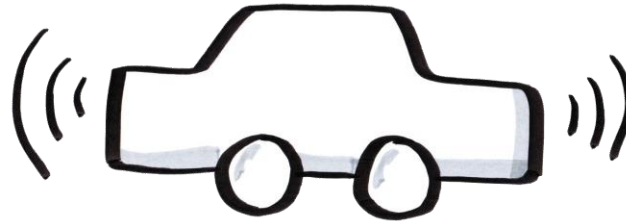


Everything is a sensor!

How do we build this future?



New mobility concepts



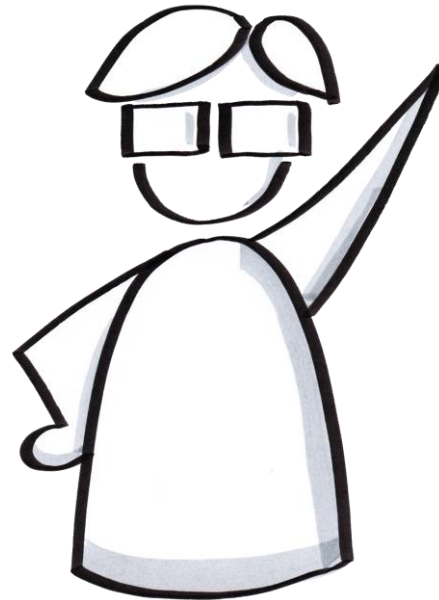
Autonomous cars



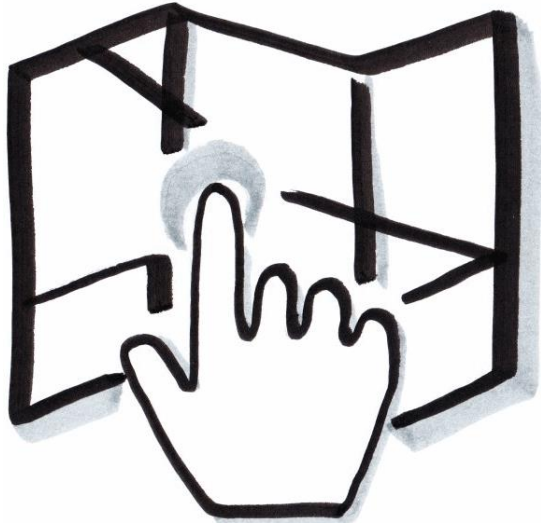
Autonomous everything

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

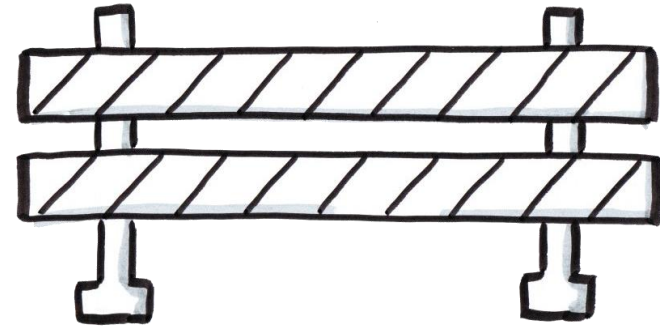
Location Technology!



The Present

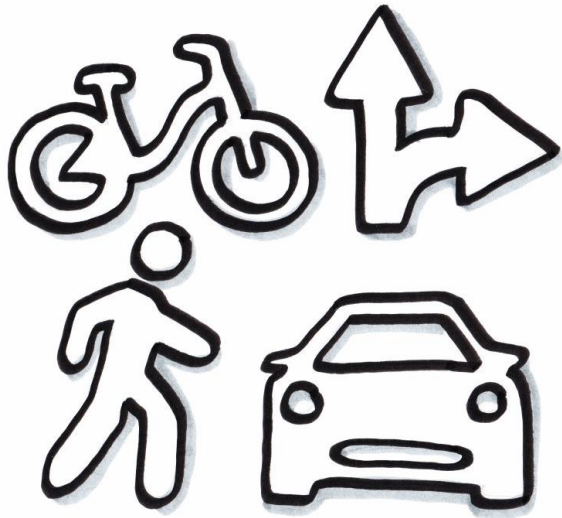


We have amazing **Maps**.



But they are static, they have no real-time data, they don't self-heal.

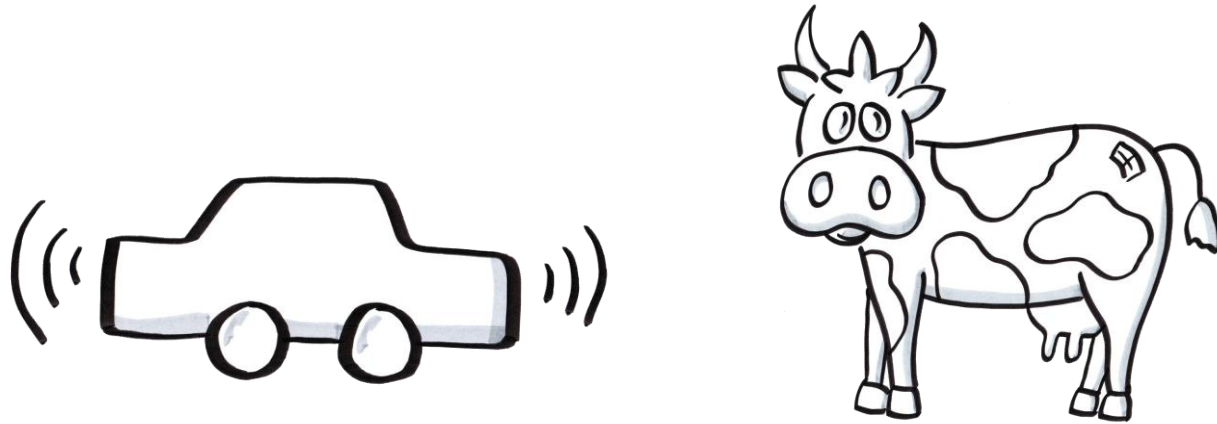
The Present



We have an amazing **Routing**.

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

The Present

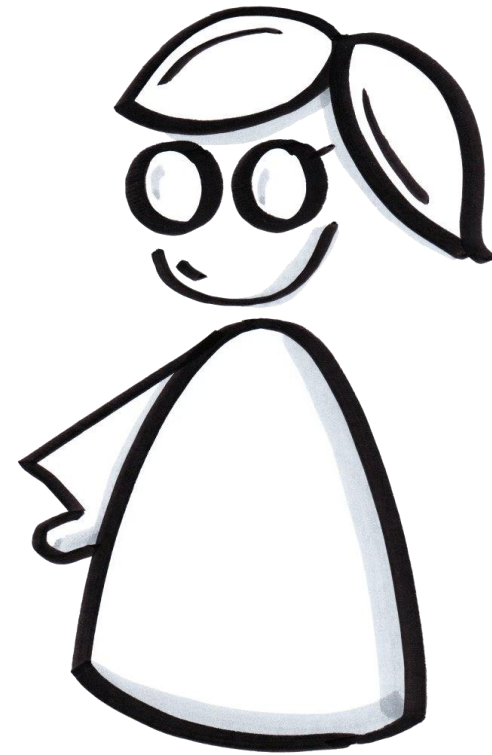


Every car (and cow) is a sensor array, generating a constant stream of amazing location data.

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

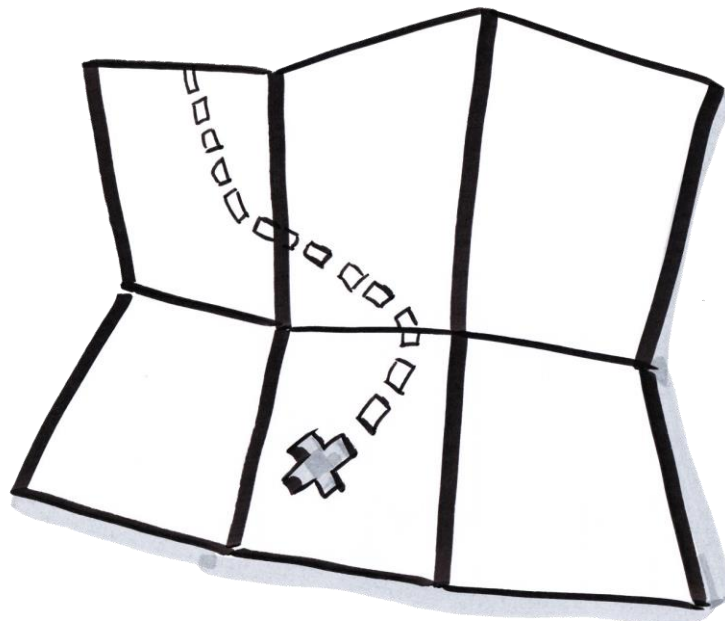
She was right! (Sort of.)

Current maps and location services
are built for the past.



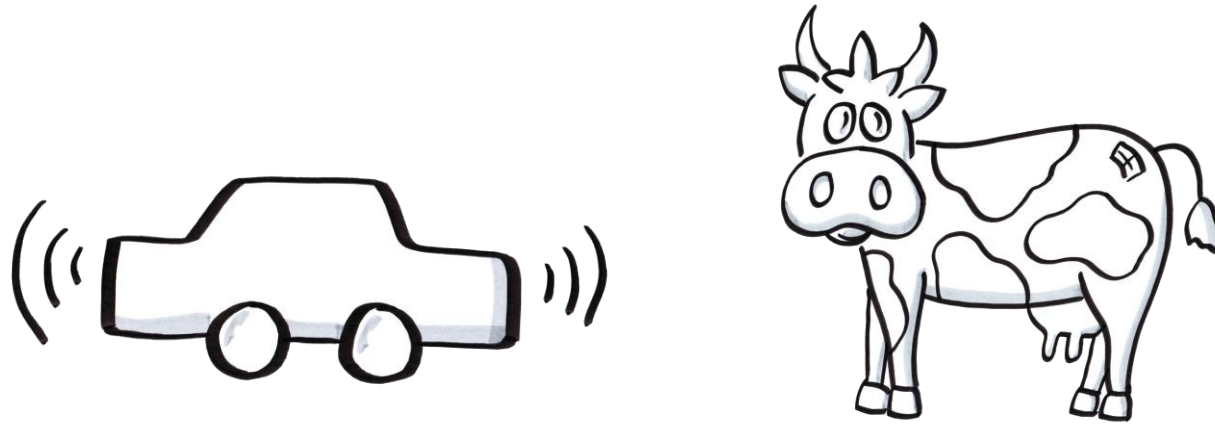


What do we need?



First, we need a map.

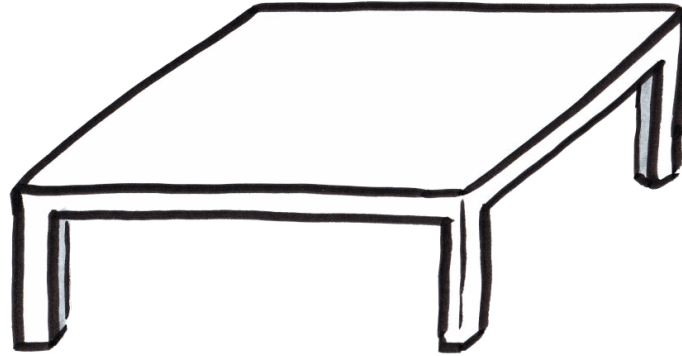
A better map. A 3D, real-time, high-definition, self-healing representation of the world around us.



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

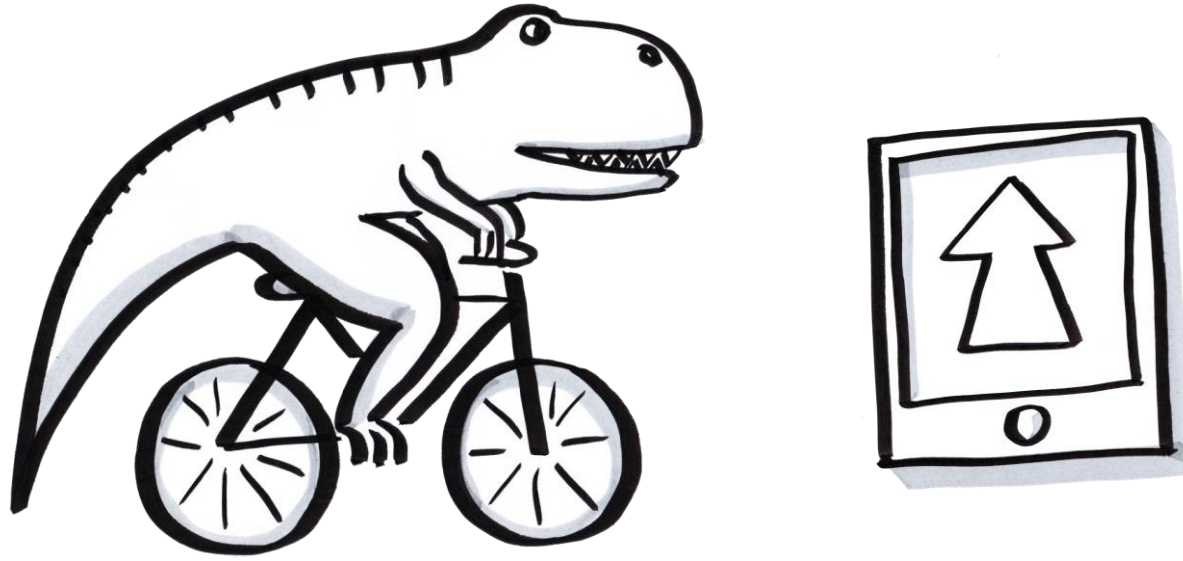
Development Environment

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.



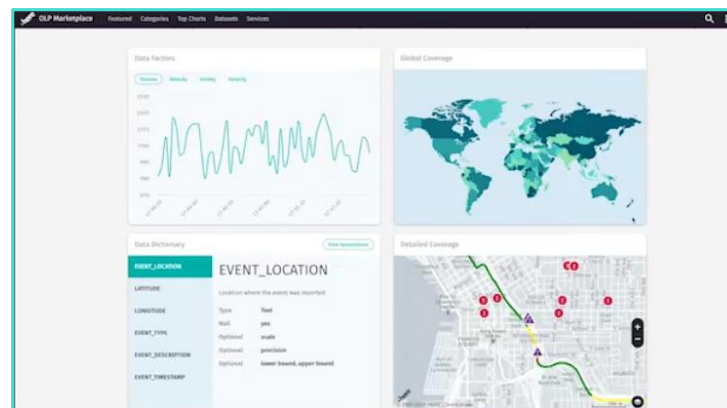
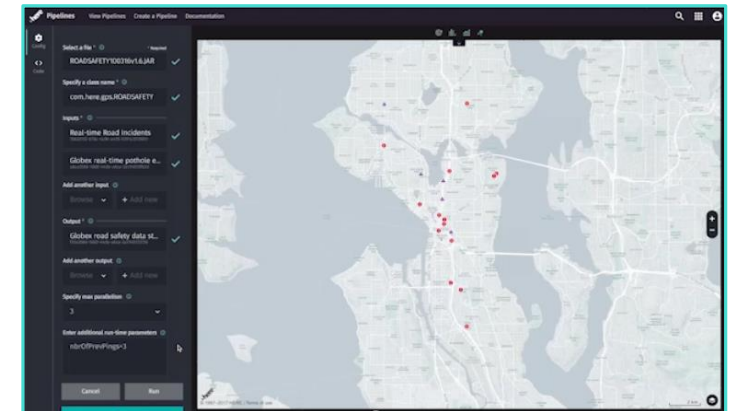
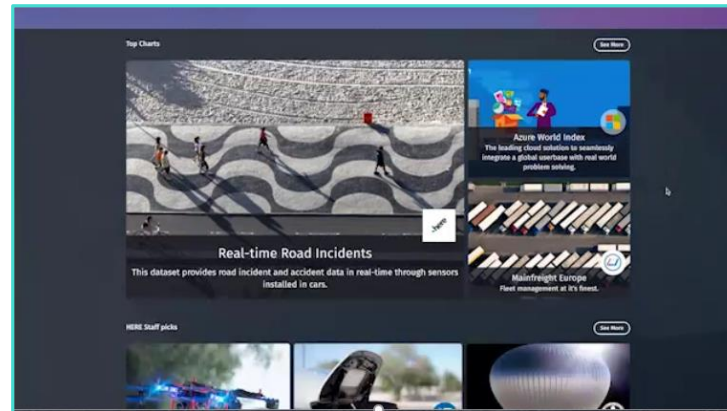
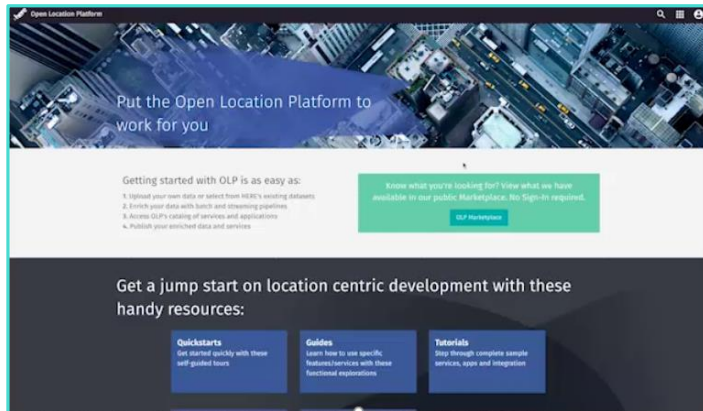
Sign-up,
Account Management



Data Access &
Ingestion



Data Analysis



Data Processing

Data Publishing

The screenshot shows the 'Developing Your First Pipeline' page in the OLP Pipelines interface. It provides a step-by-step guide for creating a pipeline. The steps include: 1. Setup your Data Grid topics, 2. Create the Hello World pipeline jar file, and 3. Submit the pipeline to the OLP Marketplace. The page includes code snippets for setting up the pipeline and submitting it.

```
mvn archetype:generate -DarchetypeGroupId=com.here.trafficmonitorsdk -DarchetypeArtifactId=hello-world -DgroupId=com.here.trafficmonitorsdk -DartifactId=hello-world -Dversion=1.0-SNAPSHOT -Dpackaging=jar -Dname=hello-world
```

```
mvn clean package -Dmaven.test.skip=true
```

The screenshot shows the 'Submitting Globex Cycle Road Safety Index to HERE OLP Marketplace' page. It provides information about the submission process, including the Marketplace Documentation, Market Requirements (FAQ), and Market Requirements Documentation. A 'Submit to Market' button is visible.

The screenshot shows the 'Hello World' pipeline code in the OLP Pipelines interface. The code is written in Java and uses the HERE SDK to fetch and display data on a map. The map shows a geographical area with red dots representing data points.

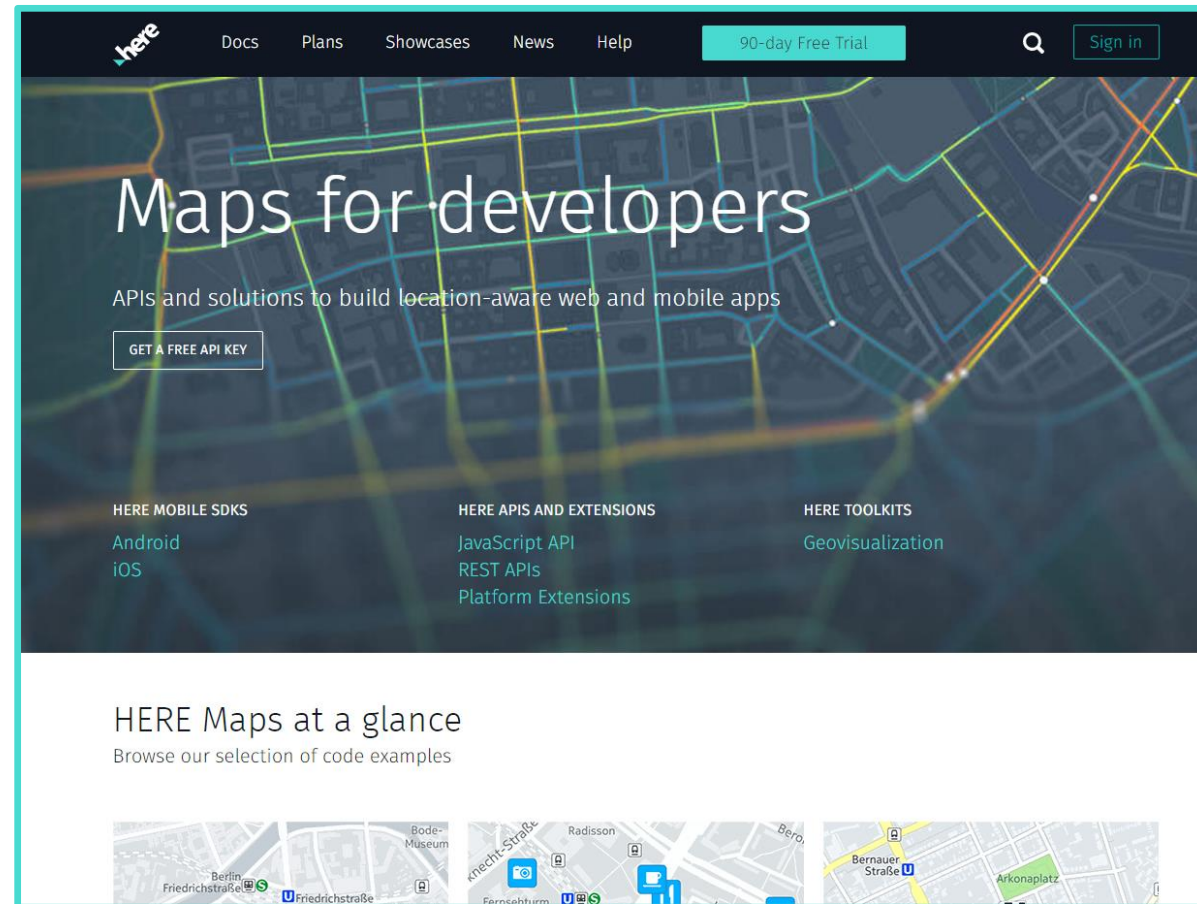
The screenshot shows the 'All Marketplace Items' dashboard in the OLP My Portfolio interface. It displays various metrics and charts, including a bar chart for 'All Data Usage', a line chart for 'All Data Usage', a world map for 'Global Coverage', and a bar chart for 'Top Countries usage compared to last year'.

Yes!

Focus on developers!

It's never been more exciting to
build amazing things with location
technology.





@sueselbeck

<https://developer.here.com>

