

# HERE Launches Mobility SDK



[HERE Mobility](#), the mobility unit of HERE Technologies, has announced the launch of their Mobility Software Development Kit (SDK) using intelligent matching algorithms and big data to provide developers with game changing smart mobility capabilities that enrich their apps and increase user engagement.

The HERE Mobility SDK enables native integration with the HERE Mobility Marketplace, a global one-stop-shop for aggregating mobility services, providing all transportation options in real-time. With the Mobility SDK iOS, Android and React Native developers can now build, offer, and serve any mobility service, including taxi booking, ride-hailing, and public transportation, through a single SDK. The Mobility SDK also includes ETA tracking, interactive maps and location services, including rendering, and reverse geocoding.

"Our SDK empowers developers to enhance their apps with native mobility capabilities with one simple SDK containing all their transportation needs." said Liad Itzhak, SVP, Head of HERE Mobility.

Now pegged at US\$150-200 billion, the mobility market is slated to reach US\$1.5 trillion by 2030. Currently the market is monopolised by a few big players, but with its SDK, HERE Mobility is democratising the ecosystem, as the SDK enables an open and versatile market, allowing developers to continuously innovate on the mobility experience from within their apps.

The Mobility SDK has been available via closed beta to a select group of design partners and was opened in May to participants of the HERE Mobility Hackathon and TechCrunch Disrupt SF Hackathon.

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<https://www.gim-international.com/content/news/here-launches-mobility-sdk-2>

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