

HERE and Pioneer to Showcase Connected Solutions to Enhance Two-wheeler Safety and Navigation at Bharat Mobility Expo 2025

Category: Business

written by International Khabar | January 17, 2025



- HERE to participate in India's Bharat Mobility Global Expo 2025, held January 17 – 22.
- Innovative two-wheeler connected devices to debut in the Asia-Pacific region following their CES 2025 unveiling.
- Visit the HERE booth at Bharat Mandapam, Hall 11 for a first-hand look.

HERE [Technologies](#), the leading location data and technology platform, and Pioneer Corporation ("Pioneer"), a global leader in vehicle electronics, will debut their innovative connected devices for two-wheelers in Asia-Pacific (APAC) at a joint showcase during India's **Bharat Mobility Global Expo 2025**, held from January 17 to 22.



HERE & Pioneer [Bharat Mobility](#) 2025

The Pioneer **Smart Display** and **Ride Cam** devices will be featured at the HERE booth located at Bharat Mandapam, Hall 11. These solutions are designed to transform the riding experience, with a focus on safety, connectivity and scalability, addressing the needs of [India's](#) rapidly expanding two-wheeler market.

[Transforming two-wheeler mobility](#)

The Smart Display and Ride Cam devices are designed as OEM-branded retrofit accessories that can be catered to the unique needs of [India's](#) rapidly growing two-wheeler market, including rising costs, pollution, safety concerns and complex infrastructure. These solutions integrate seamlessly with smartphones to enhance navigation and connectivity through cost-effective, scalable hardware powered by the [HERE SDK](#).

The HERE SDK is a set of tools and application programming interfaces [offering access](#) to a wide range of location features, including mapping, routing, geocoding, search, traffic, transit and indoor navigation. Designed for cross-platform development on iOS, Android and Flutter, it supports efficient and versatile application development, including embedded navigation for vehicles, two-wheelers and trucks. The HERE SDK also [powers mobile](#) apps with features syncing directions from mobile to the two-wheeler seamlessly, fleet

management and additional location-aware services, including EV charging and safety alerts.

Smart Display: [Enhancing safety and connectivity](#)

The Smart Display is a sleek, easy-to-install device that [enhances the two-wheeler riding experience](#) with advanced features powered by the Pioneer RIDE CONNECT SDK. Key features include:

- **Crash [detection](#) and eCall:** Built-in sensors and algorithms enable automatic or manual emergency alerts via a smartphone app.
- **Seamless connectivity:** Stable Bluetooth Low Energy (BLE) connection [ensures low power consumption while delivering cloud- and smartphone-integrated services](#).
- **Real-time information:** Provides navigation, speed limit alerts, speed camera warnings, traffic updates and weather insights, all powered by the HERE SDK.
- **Vehicle data monitoring:** Displays vital information such as tire pressure and EV range, ensuring a safer, more informed ride.

Ride Cam: AI-powered dashcam for two-wheelers

The Ride Cam is a compact dashcam tailored for two-wheelers. It combines safety, connectivity and [artificial intelligence](#) (AI)-powered analytics. Key features include:

- **Crash detection and eCall:** Integrated sensor and algorithm offer emergency alert capabilities, supplemented by a manual SOS button for security.
- **Generative AI analytics:** Processes accident footage, sensor data, and map information to generate detailed reports for eCall Centers and [insurance](#) providers.
- **Seamless integration:** Compatible with existing

smartphone apps for scalable, flexible [solutions tailored](#) for automotive OEMs.

Meeting the needs of [India's](#) two-wheeler market

This collaboration between Pioneer and HERE brings together their respective hardware and location [intelligence expertise to create a scalable solution for India's](#) expanding two-wheeler market. It addresses key [industry demands](#) by offering enhanced connectivity through an integrated ecosystem linking riders, devices and the cloud. The solution prioritizes safety with rider-specific precise [navigation](#) and real-time updates designed to navigate the dynamic and complex nature of India's road infrastructure, all while ensuring affordability through cost-effective, retrofittable devices.

Siva Subramanian, PhD, CEO, [Mobility AI & Connectivity Business Unit, Pioneer Corporation](#) said, *"We are excited to bring compelling solutions that cater to the specific needs of India's rapidly growing two-wheeler market. By combining our expertise in hardware and mobility AI with HERE's robust mapping and location intelligence, we are bringing enhanced safety, convenience and new [connected](#) experiences to riders in India and across the world. This partnership underscores our dedication towards innovation and supporting the evolving [mobility](#) landscape in India."*

Abhijit Sengupta, Senior Director and Head of [Business](#) for India and Southeast Asia at HERE Technologies said, *"These innovative devices represent a significant leap forward in location-aware technology for the two-wheeler market, particularly in India where these vehicles play a vital role as a primary mode of transportation and as the backbone of the e-commerce and delivery ecosystem. By being OEM-system agnostic, this solution can seamlessly integrate with any manufacturer's ecosystem, making it scalable on a global level. Together with Pioneer, we are helping to redefine connectivity and safety for millions of riders."*

In November 2024, HERE Technologies and Pioneer signed a [Memorandum of Understanding \(MOU\)](#) to co-develop innovative connected devices and services for the global two-wheeler market. By leveraging the HERE SDK, the [partnership promises to deliver integrated solutions](#) for motorcycle manufacturers, fleet operators and insurers, including connected services like smart displays and in-vehicle devices for enhanced rider experiences, real-time tracking and EV transition support for fleets, and safety-focused, data-driven insights for insurers.

Visit the HERE booth at the [Bharat Mobility Global Expo 2025](#) located at Bharat Mandapam, Hall 11.

About Pioneer Corporation

Pioneer is a leading global manufacturer that has been developing an array of world-first products and services since its inception in 1938 based on its corporate philosophy of “Move the Heart and Touch the Soul.” Through our core car electronics [business](#), we propose new and unique value by providing products and services that realize comfort, excitement, safety and security in vehicle interiors, utilizing unique and innovative ideas combined with cutting-edge technologies. We have formulated the goal of “Creating the Future of Mobility Experiences” as our new corporate vision and are committed to transforming into a [solution](#) company that uses products and services to solve the myriad challenges of the mobility field. For more information on Pioneer, visit the company's website at www.pioneer.jp/en.

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](#).

