



# Bedrock Analytics and HERE Technologies partner to build digital twin technologies for Thailand's smart city developments

- *Integration of high-precision mapping, location data and analytics empowers stakeholders of Yala City Municipality with insights for urban planning, emergency management and infrastructure development.*
- *This partnership supports the Thailand 4.0 strategy, prioritizing sustainable smart city development.*

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**Bangkok** – [HERE Technologies](#), the leading location data and technology platform, today announced that it has signed a memorandum of understanding (MoU) with data and analytics firm [Bedrock Analytics](#), to spearhead the development of digital twin technologies for Yala's ambitious Smart City initiative.

A digital twin is a virtual model of a real-world object. Through this partnership, HERE Technologies will provide Bedrock Analytics with map data for Thailand with extensive and detailed attributes, including road infrastructure, 3D building models, points of interest (POIs) and house addresses. This data will serve as the foundation for creating a digital twin replica of the city, enabling city planners, government officials, and policymakers to simulate and analyze real-world scenarios in a virtual environment.

Located in South Thailand, Yala City Municipality was approved as one of Thailand's designated smart cities under the "Yala Smart City Project for Public Participation". This aims to enhance various aspects of city management in alignment with the broader Thailand 4.0 strategy, which prioritizes prosperity, security and sustainability.

An accurate map and geospatial data are crucial for creating realistic and reliable digital twin city models. It provides real-time insights into city dynamics and facilitates predictive analysis for informed decision-making.

For example, one method of leveraging the digital twin of Yala involves overlaying essential infrastructure details, such as light poles, traffic signs and lights from Bedrock Analytics, and fire hydrants from the city of Yala, onto the HERE base map with the help of drone-captured images. This approach delivers a comprehensive visualization of these elements within the digital twin, providing valuable insights into the city's infrastructure layout and facilitating informed decision-making for urban planning and management.

Another use case of Yala's digital twin is to map out emergency routing. For instance, determining the optimal route and estimated travel time from a fire station to the



location of a fire breakout is crucial for swift emergency response. Similarly, promptly identifying the most efficient route from the accident site to the hospital can significantly impact patient outcomes. Leveraging HERE Routing technology, this process becomes more seamless, providing real-time insights and predictive analytics to city stakeholders. By harnessing the power of location intelligence, this partnership is focused on empowering decision-makers with invaluable information for effective emergency management and response coordination.

“Our partnership with HERE Technologies enables us to provide location-powered data analytics to Yala City Municipality. By combining our expertise with HERE's location technology, we aim to empower local city officials with the data-driven insights they need to address a wide range of challenges, from urban planning and infrastructure management to disaster control,” said **Weerawat Ratanawaraha, Co-founder and CEO at Bedrock Analytics Company Limited**. “We plan to expand our reach and equip municipalities across Thailand with the tools and resources necessary to make informed decisions to drive smart city development, which is a core pillar of the government's Thailand 4.0 initiative.”

**Abhijit Sengupta, Senior Director and Head of Business for Southeast Asia & India at HERE Technologies** said, “Location technology is at the foundation of digital twin technologies. With HERE boasting an 16-year strong presence in Southeast Asia, including Thailand, we bring unmatched expertise and a deep understanding of the local landscape to the table. Together with Bedrock Analytics, we’re committed to advancing Thailand's Smart City agenda, and we look forward to driving technological innovation that serves the needs of communities with improved delivery of public services.”

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#### **About Bedrock Analytics**

We develop data infrastructure and provide solutions and services based on our Location Intelligence and AI Platform, which help organizations maximize the value of place for strategic investments, operational performance, and everyday decisions. Bedrock is a subsidiary of AI and Robotics Ventures Company Limited (ARV), a leading Thai developer and provider of robotics and artificial intelligence technology under the PTT Exploration and Production (PTTEP) Group. Unleash the power of location data. Visit [bedrockanalytics.ai](http://bedrockanalytics.ai)

#### **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](http://here.com).