BMW Group
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Contact: Phil Dilanni
Corporate Communications Manager
BMW of North America, LLC
(201) 571-5660 / phil.diianni@bmwna.com

BMW i Ventures Announces Strategic Investment in Mapillary.

Mountain View, CA – April 12, 2018... BMW i Ventures has announced an investment in Mapillary, the leading street-level imagery platform for extracting map data using computer vision.

The scale of Mapillary's operations has grown to serve over 22 billion map objects in 190 countries to an increasing number of organizations and customers in mapping, cities, and automotive. The new capital will be used to continue growing the team, the core technology, and the infrastructure.

"There is a growing need for an independent provider of street-level imagery and map data, which also acts as a sharing platform among different players," says Uwe Higgen, Managing Partner of BMW i Ventures. "Data sharing is crucial to maintaining accurate maps and to the development of safe autonomous vehicles. Mapillary has made great progress and built technology that will let everyone update maps in a scalable way."

Mapillary maintains the world's largest street-level imagery dataset at 260 million images, shared and used by individuals, companies, cities, governments, and NGOs across the globe. Anyone can contribute images captured with any camera. The platform uses computer vision to connect the images and automatically extract map data, making this sensor-agnostic approach a scalable way to generate the data that powers and updates HD maps.

"With everything that's happening around autonomous driving, we know the need for a collaborative, device-agnostic, and map-agnostic platform will be steadily growing," says Jan Erik Solem, CEO and co-founder of Mapillary. "While the application of Mapillary for automotive use might be new, the underlying idea is the same since our first day: sharing data so that everyone wins. Our new investors will help us navigate this rapidly changing automotive market, and bring expertise in distributing map data that will help us realize Mapillary's global potential."

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About BMW i Ventures

BMW i Ventures, BMW's EUR 500 million venture capital fund, invests money and resources in startups in the fields of autonomous driving, digital car and automotive cloud, e-mobility, artificial intelligence and data, industry 4.0, shared and on-demand mobility, customer digital life, and energy services. The firm has already partnered with innovative companies such as Blackmore, Carbon3D, Chargepoint, DesktopMetal, JustPark, Life360, Moovit, Nauto, Scoop, Stratim, Strivr, Turo, Xometry and Zendrive. BMW i Ventures invests in all stages from seed and incubation to growth companies. For more information, please visit www.bmwiventures.com.

About Mapillary
Mapillary is a street-level imagery platform for extracting map data at scale using computer vision. Images from any device are combined into a visualization of the world to generate data for improving maps, developing cities, and progressing the automotive industry. Mapillary's tools enable anyone to collect, share, and use street-level images. Computer vision technology reconstructs locations in 3D and recognizes objects from the images to generate map data at scale. Today, people and organizations all over the world have contributed over 260 million images toward Mapillary's mission of helping people understand the world's places through images and making this data available. For more information please visit www.mapillary.com.

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