

CartoDB's Location Intelligence Platform Continues Revolutionizing the Future of Smart Cities

Mexico City and CartoDB unveil the company's largest civic location intelligence project to date at the Smart City Expo World Congress in Barcelona

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SUMMARY

CartoDB, the leading company for location data analysis and visualization, revealed the first stages of one of the most comprehensive location intelligence projects in development with Mexico City at the Smart City Expo World Congress (SCEWC) in Barcelona.

CartoDB unveiled the initial phases of a comprehensive location intelligence project with Mexico City at SCEWC, after being unanimously selected by more than thirty city officials and engineers. With CartoDB's robust and scalable location intelligence platform, Mexico City will be able to incorporate geospatial big data, and real time dashboards and visualizations. CartoDB makes it easy to turn geospatial datasets into critical, shareable insights that streamline inter-agency communication and decision-making.

CartoDB, selected by New York City as a location intelligence representative, was among top industry innovators at SCEWC to discuss the future of smart cities as it relates to companies, public administrations, research centers, and the development of cities of the future across the world. Panels like *Innovation Through Data* explored how geospatial data generated by civilians can be visualized, analyzed and used in decision-making. Other discussions included *Location Insight and Communication for the 21st Century City* and *Redefining Location Intelligence for Cities*.

CartoDB's location intelligence platform allows any state, city, and country to turn geospatial datasets into meaningful visualizations and critical insights powered by unparalleled ease of integration, data processing capacity, and analytical speeds with cutting-edge design. In the past year, CartoDB has doubled its employees and opened their headquarters in New York City. In September, CartoDB announced their Series B round led by Accel Partners and Salesforce Ventures.

To learn more about the ways CartoDB is shaping the geospatial community and data-driven location intelligence, visit www.cartodb.com/resources.



QUOTES

"The projects in the pipeline that were demonstrated in Barcelona, including one with Mexico City, are some of CartoDB's most ambitious, complex ventures to-date, and have the potential to redefine the standards of living. We couldn't be more humbled and proud to be selected to join this group of luminaries, who are actively changing the ecosystem of urban living and city planning. We're discovering unprecedented opportunities to empower citizens and government agencies with everything from biking and housing apps, to risk platforms and custom city dashboards."

— Santiago Giraldo, Senior Technical Evangelist for CartoDB

ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.



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