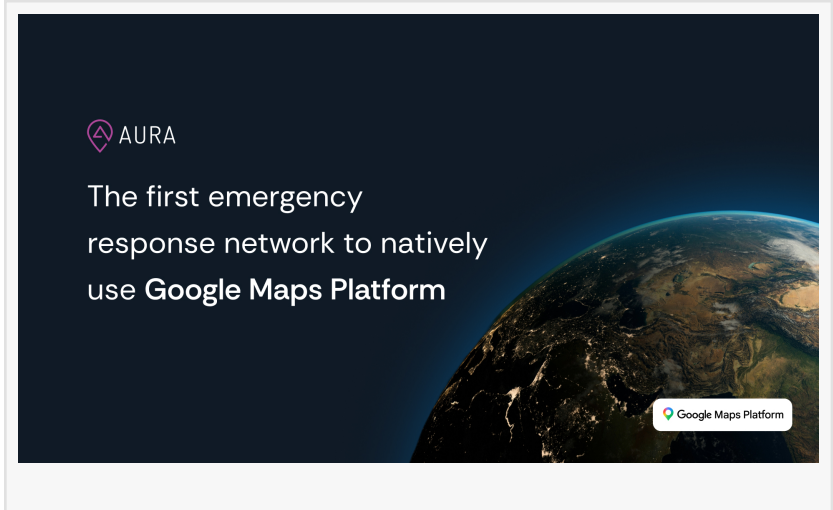


AURA and Google Maps Platform to Set New Global Standard for Emergency Response Precision

AURA integrates Google Maps Platform to deliver more precise routing, ETAs and real-time location intelligence across its global emergency response network.

DALLAS, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [AURA](#), a technology platform making security and emergency response services more accessible and affordable, is upgrading its responder navigation experience through a new development collaboration with the Google Maps Platform team.



AURA is the first emergency response platform and service authorised to embed the Google Maps Platform navigation natively into its responder application — bringing industry-leading routing accuracy and real-time traffic intelligence to every dispatch. Together, AURA and the Google Maps Platform are setting a new global standard for emergency response precision by delivering enhanced navigation and ETA accuracy for responders, control centres, enterprise customers, and end users.

“

Upgrading our in-vehicle navigation layer to be delivered with the Google Maps Platform allows us to establish the global industry standard for mapping and navigation.”

*Grant Macwilliam, Chief
Technology Officer*

The platform-wide update, rolling out across South Africa, Kenya, the United Kingdom, and the United States, will integrate the Google Maps Platform into AURA's responder applications, customers' apps, and dispatch systems. The move marks a significant milestone in AURA's investment

in operational excellence, helping ensure that emergency responders and the people relying on them have access to more precise, real-time location intelligence when every second matters.

The upgrade will allow AURA to deliver faster response times on every callout through improved live-traffic routing that helps responders cut through congestion and shave seconds off arrivals — seconds that can be vital in emergency situations.

AURA's technology connects users to the nearest available private security and medical responders through a network spanning thousands of response resources. As the company has expanded internationally, ensuring consistency and accuracy across diverse operating environments has become increasingly important.

AURA's navigation upgrade uses the Google Maps Platform routing and traffic capabilities to support more consistent ETA calculations. This allows AURA to provide arrival estimates during emergency situations with unparalleled accuracy. For users awaiting assistance, this means greater visibility into where help is and when it is expected to arrive, providing reassurance during high-stress situations.

For responders, it delivers navigation assistance through one of the world's most widely used mapping platforms, empowering them to protect people and property quicker and more effectively than ever before. The integration also aligns backend performance metrics with real-world driving conditions, ensuring security officers and medics are judged on fair timelines. While benefiting from global-scale mapping, all trip and incident data stays secure within AURA's secure, closed-loop ecosystem.

"At AURA, we're constantly investing in the technology partnerships that enable operational excellence at scale," said [Grant Macwilliam, Chief Technology Officer at AURA](#). "As we continue expanding across multiple international markets, it is essential that responders, controllers, partners, and end users all operate from the same highly accurate source of location intelligence."

"Upgrading our in-vehicle navigation layer to be delivered with the Google Maps Platform allows us to establish the global industry standard for mapping and navigation, delivering enhanced precision in ETA calculations, routing, and incident coordination," Macwilliam adds. "This creates greater consistency across our platform, supports fairer and more accurate performance measurement, and strengthens our ability to deliver ever-more impactful emergency response experiences as we scale globally."

The upgrade forms part of AURA's broader strategy to build a globally scalable emergency response platform and service that can support partners and users across multiple markets. By adopting the Google Maps Platform as its mapping and navigation standard, AURA is strengthening the technological foundations that underpin its response network while providing greater consistency across regions.

As demand grows globally for [technology-enabled safety and emergency services](#), AURA continues to invest in innovations designed to improve outcomes, increase transparency, and

make emergency response more accessible and effective.

"Emergency response depends on trust, and trust depends on accuracy," said Warren Myers, CEO and Co-founder of AURA. "Whether someone has activated a panic button, requested medical assistance, or is waiting for a security response, they need confidence that the information they're seeing reflects real-world conditions. By integrating the Google Maps Platform across our platform, we're strengthening that confidence while continuing to raise the standard for emergency response technology globally."

Harry Clynch
Leopard PR
+44 7808 118155
harry@leopardpr.io

This press release can be viewed online at: <https://www.einpresswire.com/article/936894053>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.