



Unlock the power of location

Gjermund Jakobsen
ITS Konferansen 2017

HERE in numbers

200
Countries mapped



7,000+
Employees in 56 countries focused on delivering the world's best map and location services



Millions of changes made to the map **every day**

Today, HERE provides services to nearly all global OEM brands as well as many market leading brands such as Microsoft, Amazon, Facebook etc.

30+
Years of experience transforming mapping technology

4 of 5 In-car navigation systems in Europe and N America use HERE maps



Our world in numbers

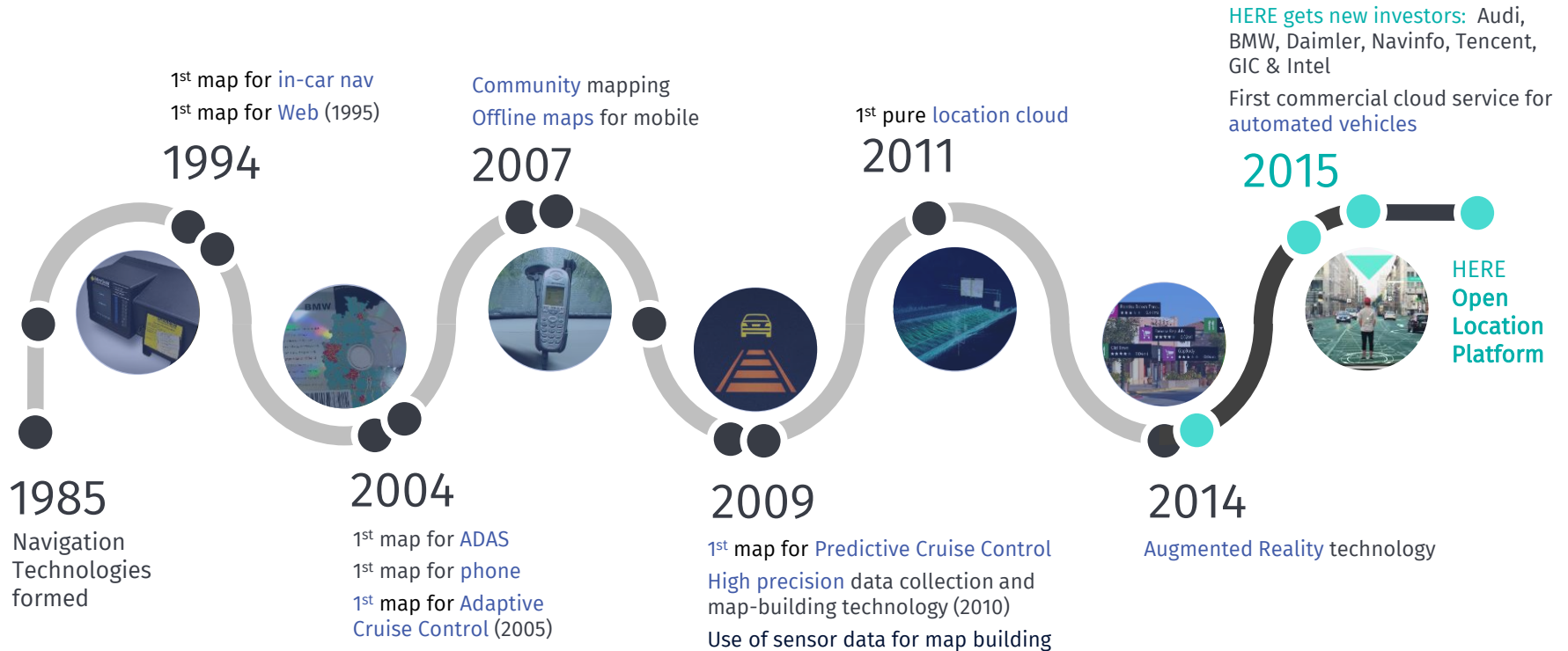
300% Increase CO2 emission from traffic congestion
2011-2021

Deaths every day in road accidents **3.5K**

<0.5% of all data today is ever analyzed and used

50B # of smart connected devices in the world, all developed to collect, analyze and share data by 2020

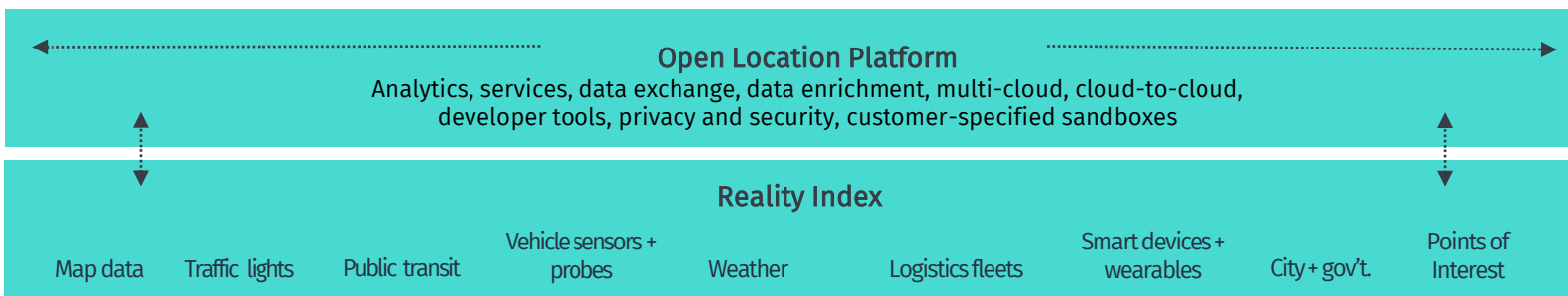
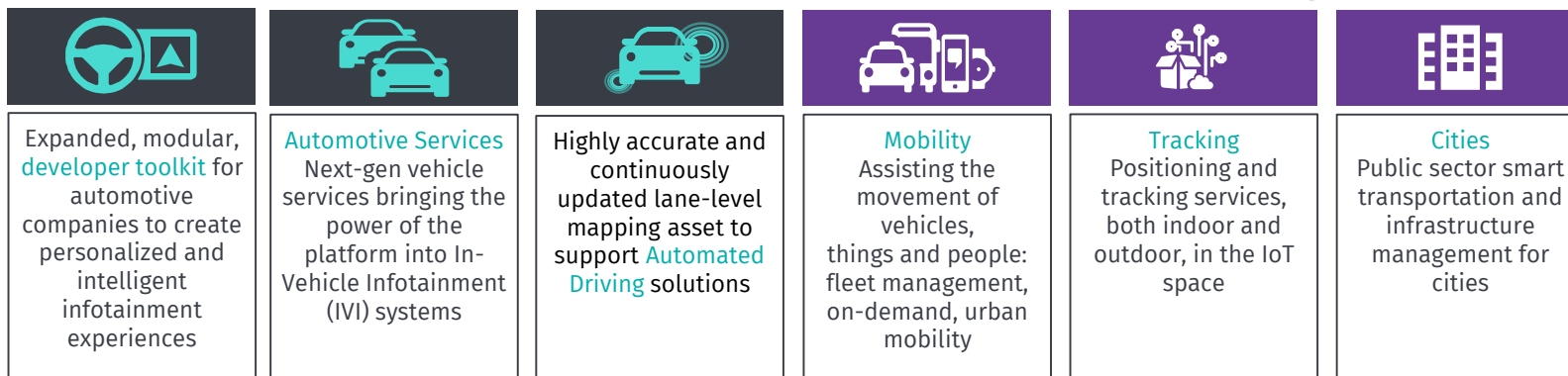
A history of transforming potential into meaningful products



Our current focus

Automotive

Internet of Things



A new generation of data services



HERE
On-Street
Parking

HERE
Real-Time
Traffic

HERE
Hazard
Warnings

HERE
Road Signs

TN-ITS, from road authority to end user

Daily incremental updates



Finnish Transport Agency

Receive the updates
Decode the data
Match the data towards HERE database



Delivery



Monday

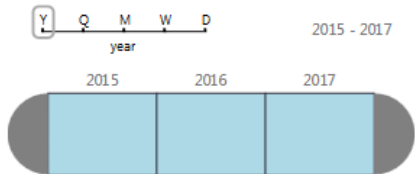
Tuesday

The **continues flow of data** from road authorities – to map provider and to the people using the data – in a standardized format and way of delivering that data – enabling a **near real time experience**

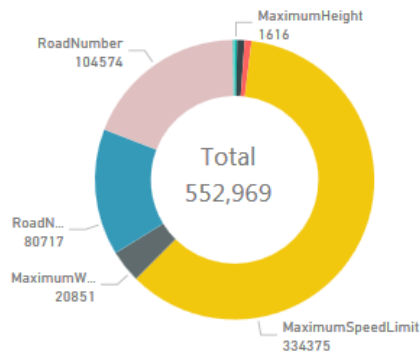
COUNTRY

- FIN
- NOR
- SWE

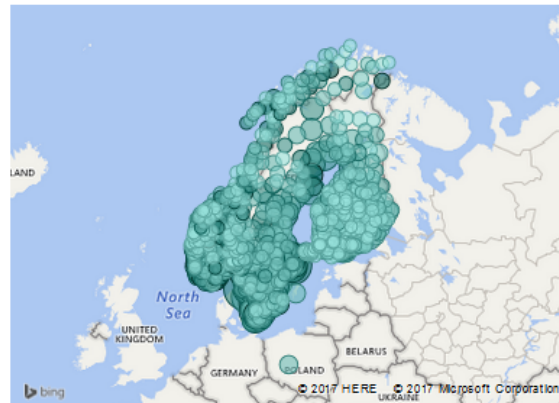
DATE



TOTAL UPDATE COUNT



UPDATE BY ADMIN

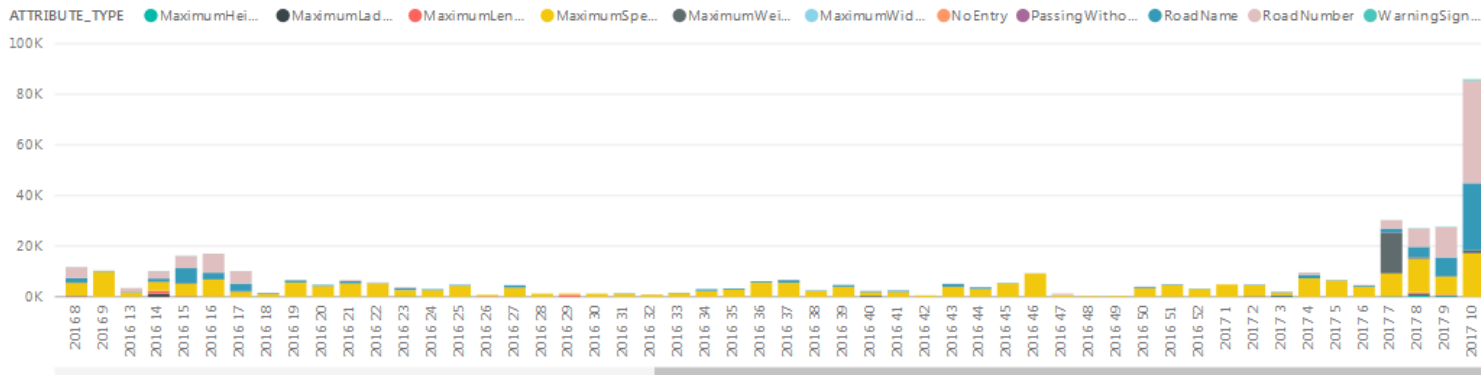


Size of the point indicates update count. Color saturation indicates frequency of updates.

ATTRIBUTE

- (Blank)
- MaximumHeight
- MaximumLadenWeight
- MaximumLength
- MaximumSpeedLimit
- MaximumWeightPerSin...
- MaximumWidth
- NoEntry
- PassingWithoutStoppin...
- RoadName
- RoadNumber
- WarningSignType

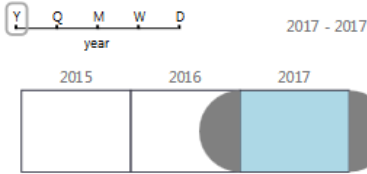
WEEKLY UPDATE COUNT



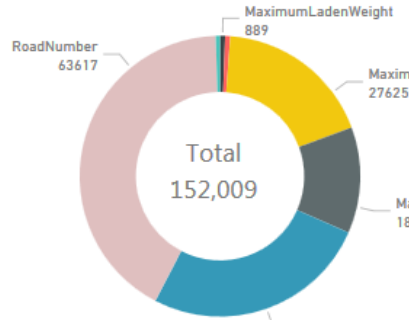
COUNTRY

- FIN
- NOR
- SWE

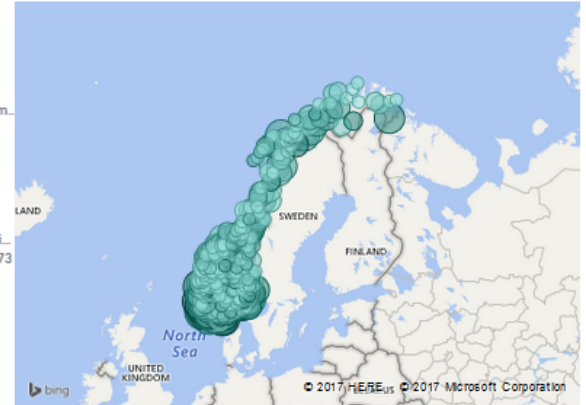
DATE



TOTAL UPDATE COUNT



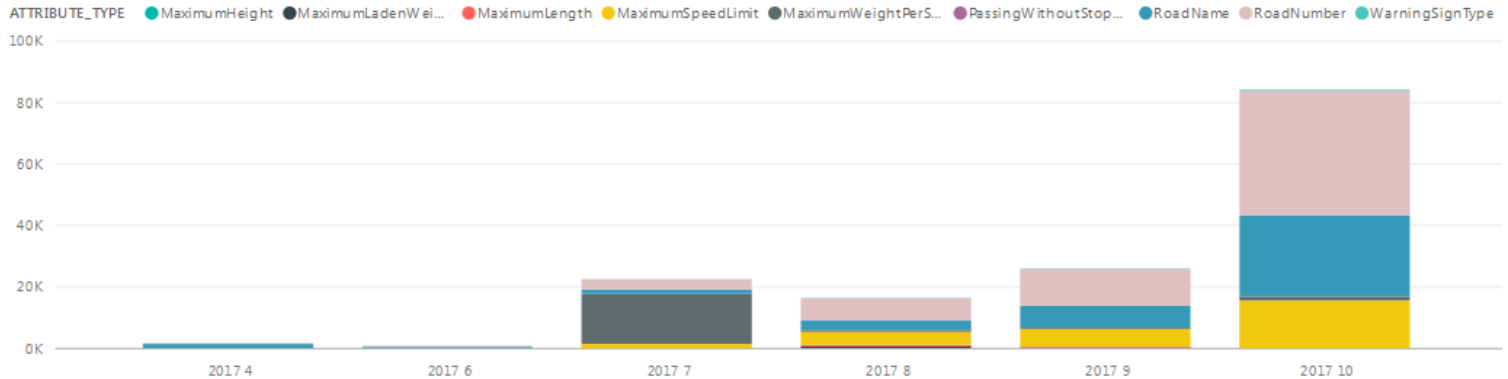
UPDATE BY ADMIN



ATTRIBUTE

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- MaximumHeight
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- MaximumLength
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- PassingWithoutStoppin...
- RoadName
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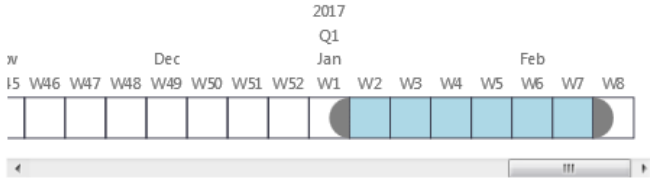
WEEKLY UPDATE COUNT



COUNTRY

DATE

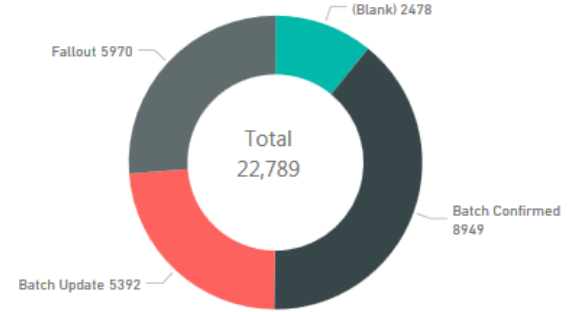
- FIN
- NOR
- SWE



TOTAL FLOW STATISTICS

LEGEND

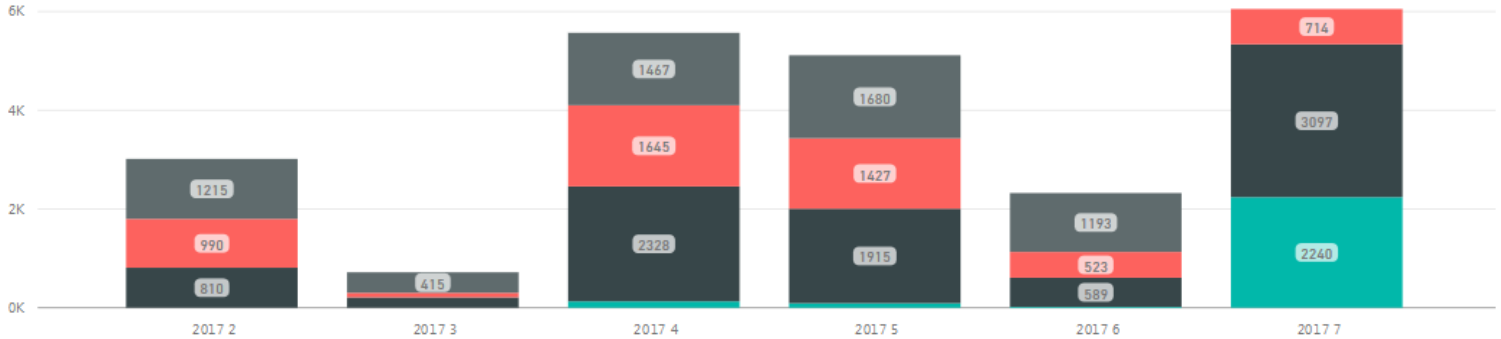
- (Blank)
- Batch Confirmed
- Batch Update
- Fallout



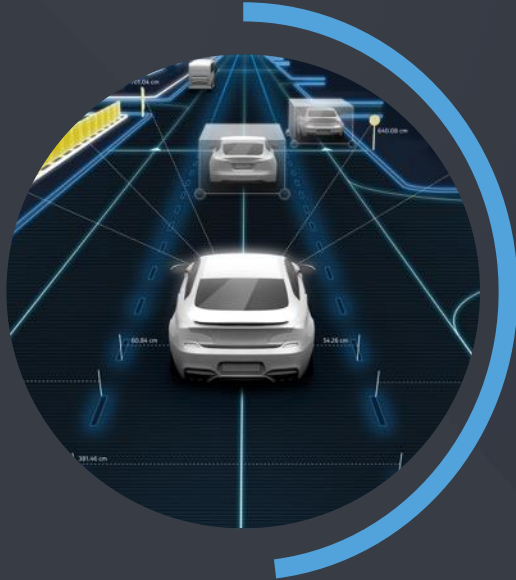
FLOW STATISTICS

ATTRIBUTE

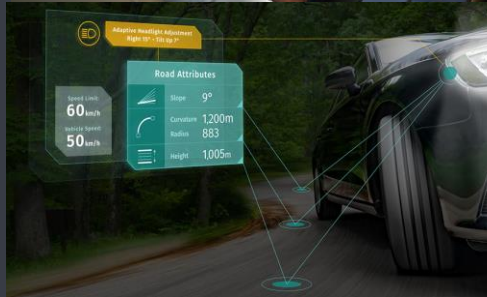
- MaximumSpeedLimit
- RoadName
- RoadNumber



The Problems We Are Solving with HERE HD Live Map



- 1 Precise **positioning** for lateral & longitudinal control of vehicle on the road surface
- 2 Accurate planning of vehicle control maneuvers **beyond sensor visibility**
- 3 Making automated driving **comfortable** for humans



Pioneer



Download our HERE We Go app

Enjoy the detailed map of Norway and experience turn-by-turn guidance and ways of getting around, whether you take your car, ride a bike, walk or hop on public transport.

Our vision is to create maps that are richer and more dynamic than ever. Join our community of map creators and help us improve our maps through the embedded map editor.

here.com



Thank you

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