



Progress in TN-ITS spatial data exchange – HERE perspective Towards Intelligent Mobility

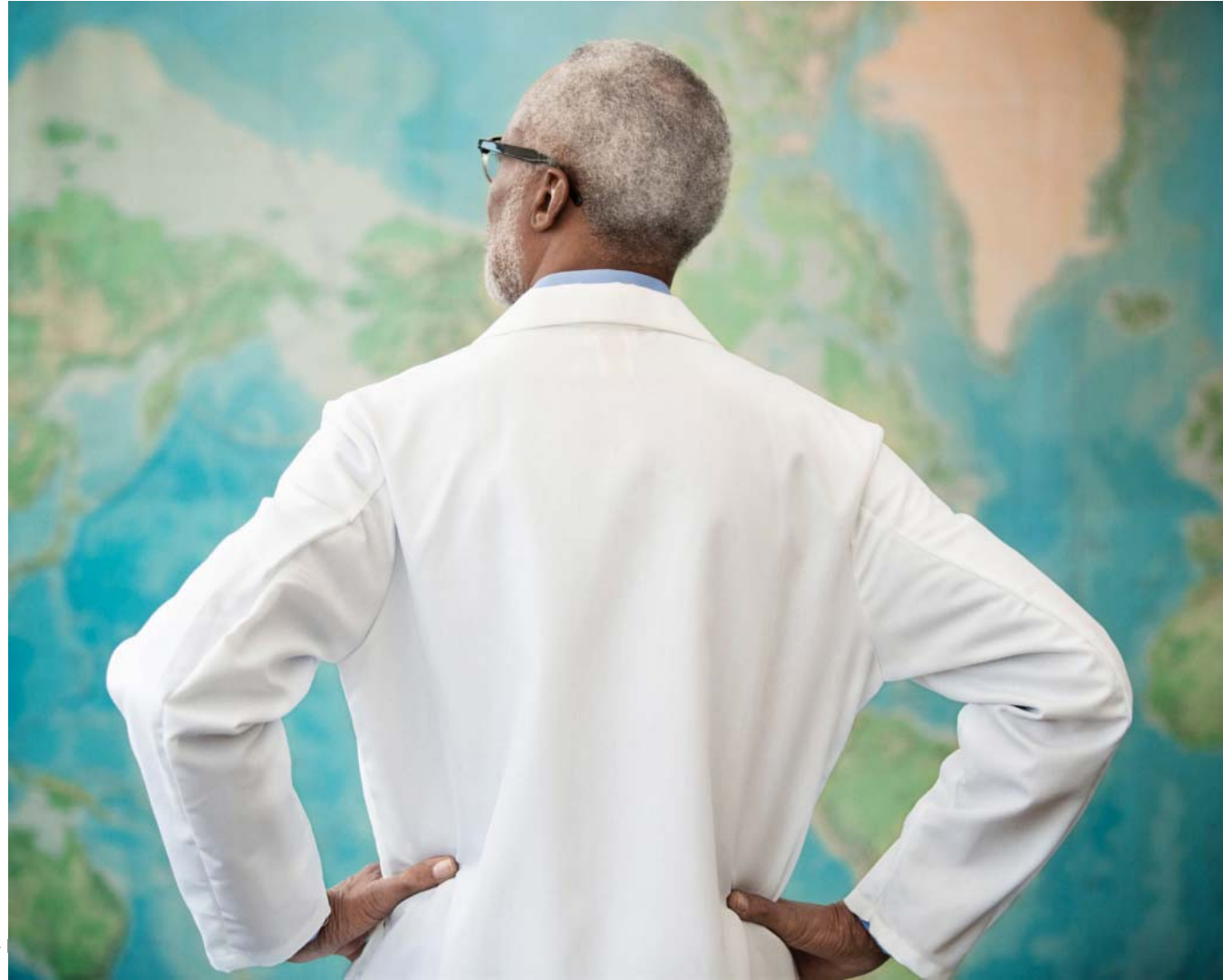
ITS European Congress
Glasgow, 2016



here

In a complex world, maps can make lives simpler and safer

We believe many of the challenges your industry faces today – as how consumers safely navigate urban environments – can all be solved through maps.



It all starts with the best possible sources

With incremental updates coming from the road authorities, this project enables a more effective way of delivering the data, providing the end users with the freshest information.

Drivers can benefit from a fresh map in many ways:



Less Stress,
Peace of
Mind



Efficiency in
movement



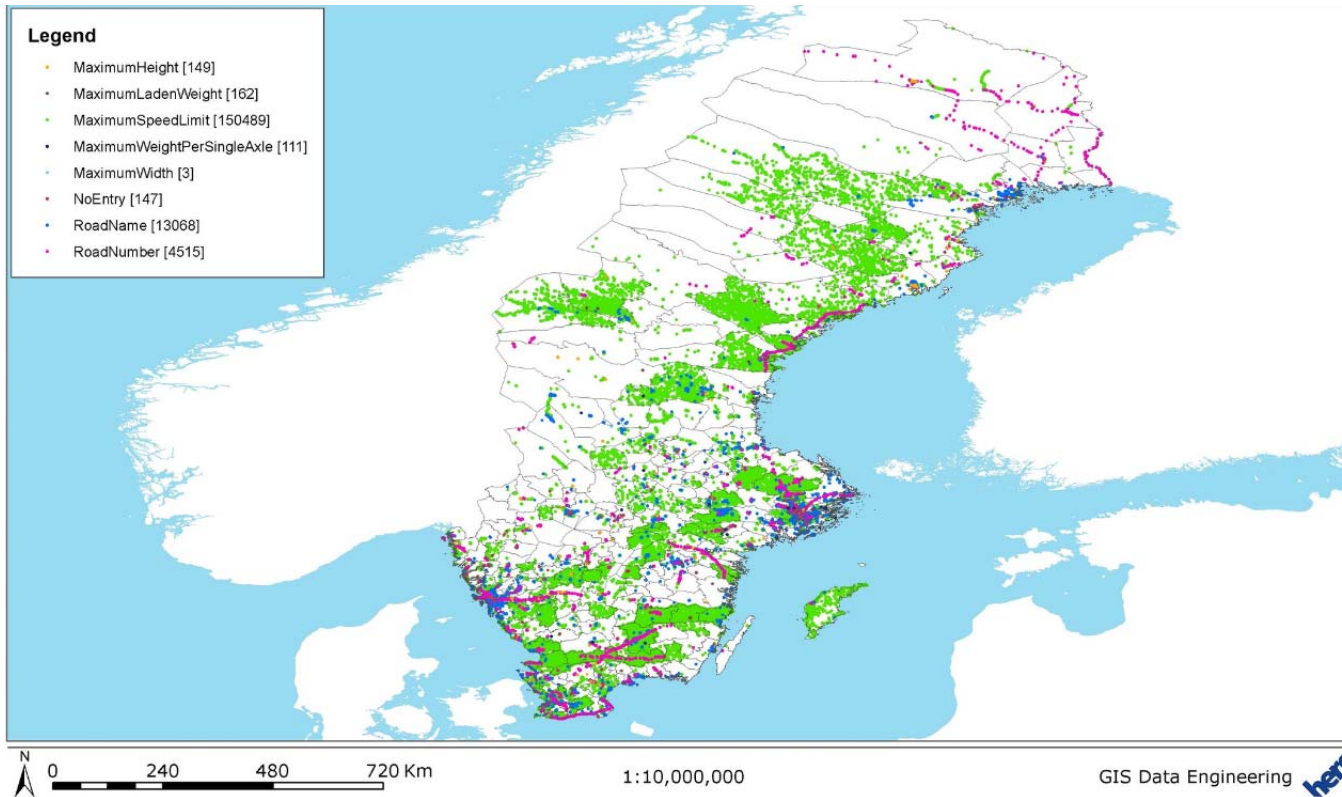
Safe journey



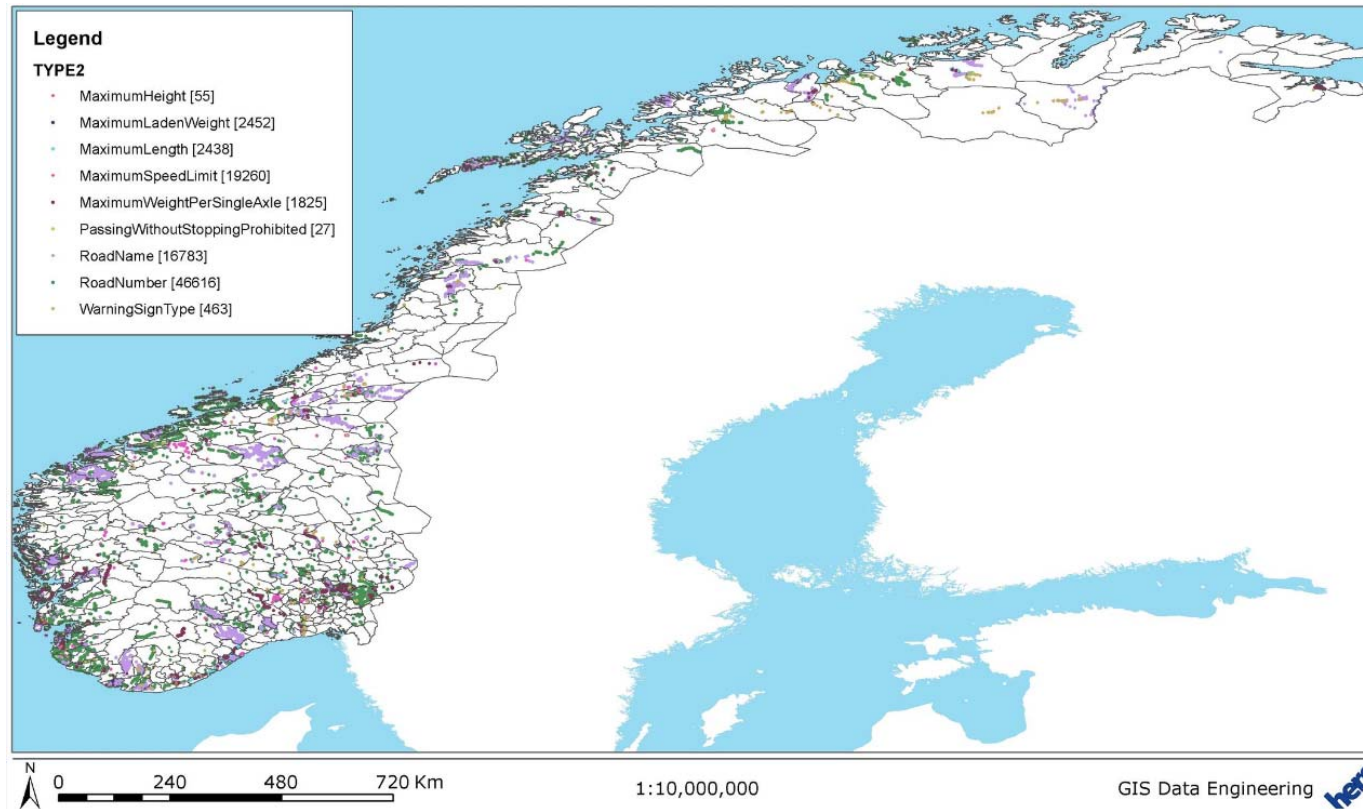
Time &
Money
Savings



What has changed in Sweden and Norway



What has changed in Sweden and Norway



Explaining the process: from road authority to end user

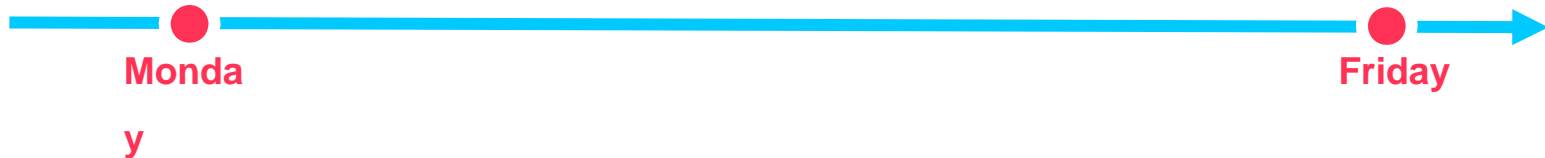
Daily incremental updates



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

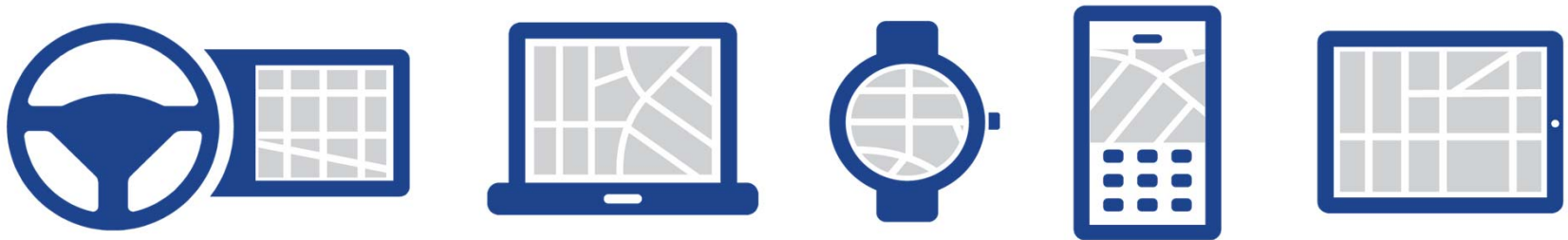


Delivery



The freshest map, on every device

HERE delivers maps that can be used seamlessly as you move through the day, from your tablet, to your car, to your smartphone.



With **four out of five** car navigation systems in North America and Europe, HERE has the highest reach in the automotive world.

here

Thank you.

Contact

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The logo for HERE, consisting of the word "here" in a bold, blue, lowercase sans-serif font, rotated 45 degrees counter-clockwise.