



Press Release

VIA selects HERE for traffic data to enhance government road safety programs

February 3, 2015

Berlin, Germany – HERE, a leader in mapping and location technology, has been selected by VIA, the traffic software specialists, to provide historical and current traffic data that will enable VIA to enhance the quality of services it provides to government customers.

Following a commercial agreement between the two companies, Netherlands-based VIA will utilize Traffic Analytics, a service launched by HERE in 2015 that helps enterprises and government customers make informed decisions about future traffic flow management. Traffic Analytics offers access to a vast quantity of historical and current road traffic data.

VIA, which develops software for governmental bodies to aid them in improving road safety, had previously sourced traffic data covering the Dutch road network from a competitor of HERE. It is switching to HERE after evaluating the quality of HERE's new product.

"The Traffic Analytics suite provides a comprehensive understanding of both historic and current vehicle speeds across any given roadway. Incorporating this valuable data into VIA's leading traffic safety management software provides governmental bodies a powerful new tool as they execute and measure the impact of road safety programs," said Tony Belkin, Director of Traffic and Dynamic Content at HERE.

The Netherlands is one of 13 countries for which HERE offers its full Traffic Analytics suite. Across those countries, HERE has compiled a database of more than one trillion GPS data points that support the in-depth analysis of road behaviour and traffic dynamics.

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About HERE and its traffic services offering

HERE is a leader in mapping and location technology, enabling rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. HERE Traffic Services are built on a highly intelligent traffic engine that incorporates advanced routing technologies, analytics, predictive services and the input of a highly trained traffic monitoring team. HERE Traffic Services are supporting the world's leading global automotive manufacturers, as well as national, state and local government agencies with best in class innovation and products across 58 countries worldwide. HERE collects and updates traffic information every 60 seconds from a broad range of sources, including billions of speed probes taken from cars and mobile devices every day. To learn more about our leading Traffic Services, visit <https://company.here.com/automotive/traffic/here-traffic/>.

About VIA

VIA is a traffic engineering ICT firm helping governments to achieve its mobility aims. VIA has developed its expertise in the field over three decades, particularly in the area of road safety and traffic safety management. Through continuous innovation in software, the development of its own methods and techniques, and a relentless focus on the user, VIA strives to improve mobility for all.