Thinking Cities with HERE Technologies
Off-Street Parking

Next

Garage

Philip's Parking
9000 48th Street
San Francisco, CA 98001
(350 spaces)

Opening hours:
Sun-Sat: 7am-8pm

Costs:
Per Hour: $3.50
Per Day: $25.00

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HERE Technologies is inspired by the concept of a new digital era. An era that sees man and technology come together in unprecedented ways to empower every aspect of our surroundings. An era that realizes new potentials for businesses, society and humanity. The era of the Autonomous World.

Our vision is to enable the Autonomous World for everyone – to radically enhance the way everyone and everything in and among cities lives, moves and interacts.
Unlocking the power of location data

For over 30 years, HERE has witnessed firsthand the growing role digital maps, location data and technology play in helping governments and businesses operate more efficiently and improving quality of life. And we believe that for everyone to benefit from location intelligence fully, we need a shared platform that helps form partnerships and unlocks value for all. That’s why we’ve opened up our platform to allow organizations and developers everywhere to access our database and technology and create new, differentiating and value-adding products and services of their own. We call it the HERE Open Location Platform, or OLP for short.

Our expanding database includes three-dimensional maps, data on millions of places, and live traffic from thousands of road and transportation networks. We gather billions of data points every day, and apply artificial intelligence and machine learning to support rapid map update cycles. In the last year, we have more than tripled automation in our mapmaking process; by 2020, 95% of our map will be updated automatically – enabling it to serve as a geospatial model that helps cities and enterprises create new classes of services for citizens. It’s no longer just a map, but a digital representation of reality: what we call the Reality Index™.

HERE Open Location Platform (OLP): The platform for location intelligence

The OLP is a comprehensive platform that solves the problem of fragmented and disparate data sources in a collaborative environment, enabling organizations to monetize their most valuable asset: data.

- **A marketplace for location data**: Monetize your location-centric assets on the marketplace
- **HERE location services**: Enable your organization to connect with innovative new location-centric products
- **Development environment**: Develop location-centric products and services
- **Reality Index™**: Access a comprehensive and highly accurate global repository of location data
Connecting silos

Today, the city – and all its moving parts – remains a fragmented space where there are few connections between datasets. Dozens of government bodies, automakers and transport providers and countless mobility services are just the beginning. Using location as a unifier and a way to link datasets, we are building bridges between data silos and enabling new collaborative services, insights and monetization opportunities.
Within the next two decades, cities will look dramatically different. Electric vehicles will be widely in use, many will be used by people who don’t own them, and many will have Level 4 and 5 automation. Over the same period, our urban spaces are bracing for an influx of new inhabitants. This twofold development promises to place significant pressure on cities’ infrastructure and resources. Fortunately, the OLP provides numerous ways to support cities through this transition – namely, by helping them make the most of their data assets.

With the OLP – and the Reality Index™ at its core – we see rich opportunities for collaboration with governments and businesses. By enabling safe exchange and utilization of data, we are helping them make better decisions and create better services for citizens.

Together, we are modernizing urban movement – not just of people and vehicles, but of devices, goods, and even drones – by making their journeys safer, more mobile and more efficient.

From maximizing fleet utilization to perfecting on-demand delivery, from democratizing shared transport to taking driver safety to new levels with highly automated driving, our smart transportation solutions support a multitude of use cases, all of which contribute to making powerful, interconnected cities.
A safer world

The highest priority for government leaders and city mayors is to ensure the safety of their citizens. With a full technology portfolio for vehicles spanning content, software and services, and aided by a growing network of sensors in cars, HERE is helping them do this by creating a live depiction of the road.

With the HERE Traffic Suite, cities can understand what’s happening on road networks in real time. HERE Real-time Traffic provides up-to-the-minute information about congestion, road conditions and incidents, such as construction sites and accidents, to create a safer driving experience. Meanwhile HERE Hazard Warnings aggregates rich, real-time sensor data from multiple car brands and delivers important safety messages back to drivers.

Case study

Partnering with Hamburg on intelligent mobility

HERE and Hamburg have signed a Memorandum of Understanding (MoU) to share data for curbing pollution and enhancing road safety by improving traffic flow.

Through Hamburg’s open data platform, HERE integrates various city data into the Reality Index™. This includes map features, such as the road network, but also traffic-related information and public transit timetables, to promote a shift towards a higher utilization of public transport. The city and all HERE partners, customers and users will benefit from this data exchange, which will make Hamburg and its ecosystem smarter and address important issues such as air quality, travel times through the city and road safety.

The joint efforts also include the future of automated driving. HERE will offer HD Live Map, its high-definition, self-updating map that delivers up-to-the minute information about what’s happening on the road, to make sure Hamburg is ready for the Autonomous World.

Case study

Enhancing traffic management measures with BMW

HERE is collaborating with BMW on SOCRATES 2.0, a program that promotes continuous deployment of European-wide traffic management measures.

Road authorities, service providers and car manufacturers will participate in four pilot projects in Amsterdam, Copenhagen, Munich and Antwerp, which will evaluate the feasibility and usefulness of implementing large-scale, interactive traffic management solutions.

The following four use cases will be deployed:

1. Smart routing
2. Actual speed and lane advices
3. Local information and hazardous warnings
4. Improved roadside traffic management measures

Results will be deployed quickly and replicated throughout Europe.
To help people move through cities quickly and easily, governments and businesses need to use infrastructure and vehicles efficiently. HERE Locations Services opens up new opportunities for network optimization. The Routing component solves complex routing problems for fleets and passengers, while the Traffic component helps government agencies and enterprises understand what’s happening on road networks to make informed decisions about engineering, traffic flow, road network management and future land use.

By using HERE real-time and historical traffic data, cities can predict, manage and plan future traffic conditions more appropriately, relieving congestion. Cities can also use this data to understand how their roads are used and find alternative solutions for congestion management. By relieving congestion, cities also curb the pollution it generates – thereby improving air quality.

**Case study**

**Partnering with City Tech Collaborative to solve complex urban challenges**

HERE joined City Tech Collaborative in 2017 to work with public and private sector partners to define challenges and pilot and test solutions, using the City of Chicago as a testbed. Member companies and cities bring proposals for projects to the table, and City Tech Collaborative identifies common needs and experts to involve.

Since joining, HERE co-led a workshop with Mastercard to discuss urban logistics challenges and how best to solve them, which led to the initiation of the Urban Logistics Pilot. The aim of the pilot, which has been joined not only by Mastercard but a breadth of major players including Microsoft, Accenture, FedEx and UPS, is to solve two of the biggest logistics problems of today: congestion and pollution. The role of HERE is key: to use the OLP to correlate customers’ logistics data with HERE map and traffic data.

HERE has also participated in a climate change summit, initiated by the mayor of Chicago, at which more than 50 mayors committed to the goals of the Paris Climate Agreement. City Tech Collaborative has also organized panels including HERE, Mastercard and others that explore how to reduce the impact of transport and logistics on emissions.
A more efficient world

For businesses, one of the keys to operating efficiently in this world is having greater visibility and traceability of assets. With HERE Tracking, companies can know where their assets are and where they are traveling to at anytime, anywhere in the world.

HERE Tracking gives logistics companies the ability to accurately pinpoint real-time and historical locations of goods and precisely follow them along every step of the supply chain, from factory to end-consumer, indoors and outdoors, offline and online. This ability optimizes utilization, reduces waste and increases operational insights. Combined with our analytics capabilities, companies can make their logistics chains even more efficient.

Case study
Combining payments and mapping technologies to benefit people on the move

In our increasingly mobile world, people are taking a growing interest in making purchases from the convenience of their car’s dashboard and interacting with destinations in real time. With this in mind, HERE and Mastercard are jointly creating more connected experiences for people on the move in and around global cities.

The companies will build on their payment and mapping technologies to shape the next generation of connected vehicle services and enable a superior user journey – from personalized discovery and choice through to secure check-out and relevant loyalty rewards.
HERE strives to be the trusted location platform of choice for governments and businesses across the world. To unlock the potential of the unimaginable amount of data that’s being generated every day, we need to rethink how we define ownership and control over corporate and personal data. And for people to enjoy uninterrupted access to new and autonomous services for cities, we need a new, collaborative approach to privacy.

We have great respect for privacy – we believe your data should always remain your data and the cost of entry to the OLP should not be a mandatory free transfer of ownership. We think the answer lies in equipping people with transparent, user-friendly settings that allow them to grant and withdraw access rights and manage their privacy preferences, helping them stay in control of what they’re sharing.

A trusted partner

The OLP serves as a marketplace where governments and enterprises can collaborate and exchange and utilize data in the manner that suits their unique strategies and business models – empowering them to build location-centric products and services that serve the unique needs of their citizens.

Together with our partners, we’re making smart cities a reality, transforming citizens’ lives and bringing the Autonomous World closer every day.

Making smart cities a reality, together