HERE Navigation On Demand

Upgrade the navigation experience, on-demand, anytime

**HERE Navigation On-Demand (HNOD)** is an off-the-shelf navigation solution for embedded IVI platforms and mobiles. Delivered as software-as-a-service (SaaS), HNOD enables OEMs to upgrade and add new services with global coverage to embedded, mirrored and mobile-only navigation systems at any time. End-users benefit from a fresh solution throughout the lifecycle of their vehicle.

For OEMs looking to extend embedded navigation experiences to new or existing mobile apps, HNOD is the essential tool. It facilitates first/last mile guidance and pre-trip planning functionalities, as well as enabling multi-device setups to integrate smartwatches, home appliances and other smart devices into the navigation experience.

Packaged HNOD services can be download from the HERE Cloud to operate within a client’s software and bring new functionality to its vehicles. The main HERE service package offers a complete navigation and connected service experience with an above-the-market functional scope. Features can also be licensed individually or in bundles. OEM, Tier 1 system vendors and third parties can extend their service packages at any time through HNOD’s Service Package SDK.

Not only does HNOD’s modular architecture enable clients to keep service packages updated, they can also extend the end-user experience at any time by adding new service packages over the air (OTA) without having to exchange their entire software stack.

**Status:** Available for OEM program deployment

**Coverage:** HNOD follows the global coverage of HERE Platform and HERE SDK, including in China and Japan.

Want to talk? We do, too. Get in touch here.
How does the service work?

HNOD is a platform-agnostic solution with ground-breaking architecture that allows for a step-by-step addition of functionality, which can be cached locally to enable offline availability. Encryption ensures secure transmissions between the Cloud and the platform at any time. HNOD introduces "functionality as a service". Each service includes all the components needed to deliver the function. Mainline services are kept up to date by HERE over the course of a subscription.

**HNOD Portal:** This web-based tool enables OEMs to define the navigation experience(s) delivered to drivers through embedded IVI platforms or mobiles.

**HNOD Back-end APIs:** These APIs enable the integration of the HNOD Portal with an OEM's cloud, ERP or e-commerce solution. They enable user profile management, automated business processes and connected car e-shops.

**HNOD Sync API:** OEMs can sync states across multiple devices to implement mobile companion and multi-device experiences.

**HNOD Service Package SDK:** OEMs and development partners can customize HNOD service packages and integrate them within the navigation experience enabled by HNOD mainline service packages. New functionality can be created in the SDK's local development environment, published to the HNOD Portal and made accessible to end users.

**HNOD Client Software:** Operating either on an embedded IVI platform or a mobile, this product makes new functionality and updated content accessible to the client over-the-air. It caches map content - as well as functionality - to deliver an uninterrupted experience when connectivity is lost.

**Differentiators**

**Update and upgrade any time:** Add new functionality over the air for fresh experiences in cars already in the field.

**Build recurring revenue:** Grow a portfolio of connected services while reducing investment and risk. Tap into services available off-the-shelf from HERE and data made available by 3rd parties, combine these with your own data to create and market your own unique services.

**Reduce complexity and cost:** Streamline your supply chain and drive down costs by reducing your development effort with a fully integrated, one-stop-shop navigation solution.

**Keep full control:** Create different navigation experiences across car lines and trim levels. Improve responsiveness by empowering distribution channels to configure experience on site. Gain full visibility on service use.

**Make it your own:** Fully configurable UX and map design. Build loyalty and control what drivers access in the car.

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit [360.here.com](http://360.here.com) and [www.here.com](http://www.here.com).

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