



HERE Location Services

HERE Traffic



Accessing the world's most comprehensive source of traffic information

HERE Location Services give access to traffic flow and incident data. This way, they provide insights into traffic conditions as well as help create safer and more efficient trips. The services offer the broadest coverage on the most accurate maps and are modeled

from multiple sources. These include GPS data points, roadway sensors, vehicle sensors and public safety channels. HERE deploys its traffic services in many data centers around the world to allow for high availability and low data latency.

How does the product work?

HERE Traffic, as part of HERE Location Services, leverages billions of GPS data points. Those data points are continuously collected from commercial and private sources that include over 140 global suppliers and experts that monitor the roads 24/7. HERE Traffic provides information on current traffic flow conditions, including speed values. It also brings historical speed

patterns for improved ETAs and more efficient route planning. Incident data such as accidents, stalled vehicles and road construction, bring additional insights into current road conditions. Traffic information, both real-time and historical, is color-coded. This visual helps assess the severity of the traffic conditions at a particular spot at any time.

Traffic tiles

Real-time flow

- Color-coded flow with green, yellow, red and black
- 3-minute update interval

Historical speed patterns

- Average speed information for any time of the day, any day of the week
- Color-coded flow with green, yellow, red or black

Incidents layer

- Location and event information
- Map icons per type of incidents (e.g. accidents, construction, congestion, road closure)

Traffic flow & incidents

- Traffic information through TMC tables and dynamic location referencing
- Speed information updated every minute and incidents information updated every 2 minutes
- Real-time flow data information in XML or JSON formats, with speed and congestion information for the region(s) requested
- Coverage for an entire customer profile or a map view

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 and www.here.com.