

Smart Guidance

HERE Auto Mobile SDK

A sophisticated set of location assets powering mobile companion or navigation applications

Extends Brand

Built to allow customers to create mobile experiences with a brand specific UI layer for iOS or Android

Flexible

Provides mobile assets to accommodate multiple navigation use cases

Lifecycle Support

Management for rolling application updates for the life of the platform



The development of Mobile Companion or TBT applications allows drivers to plan trips, routes and save favorites before entering the vehicle - this can be done in the comfort of their living room, office or even on the go. Since our solution is cloud based, we are able to seamlessly transition content across devices in real-time. Having the ability to save destinations or routes before entering the vehicle allows drivers to be more efficient when making everyday journeys, without time-consuming destination searches when in the vehicle.

The **HERE Auto Mobile SDK** provides mapping services like search, routing, traffic, map rendering and turn-by-turn guidance functionality for pedestrian and car related use cases.

Mobile Companion Application

Mobile Companion applications using the **HERE Auto Mobile SDK** is intended for customers who require basic location capabilities (without turn-by-turn) in their Android or iOS applications. The main use cases are mapping, positioning, search, trip pre-planning, pedestrian routing and guidance and more. For Mobile Companion use cases, **HERE Auto Mobile SDK** assets will be used in conjunction with **HERE Auto SDK** embedded navigation solutions. The SDK assets provide mechanisms that synchronize data through the cloud to extend the end-to-end navigation experience across different screens, inside and outside the vehicle.

Mobile Turn-by-turn Application

Turn-by-turn applications using the **HERE Auto Mobile SDK** is intended for customers building high quality car navigation solutions. The feature set is optimized for in-car usage and gives access to all guidance enhancements for easy driving in unknown environments. To provide first to last mile support the **HERE Auto Mobile SDK** can provide access to pedestrian routing and full walk guidance.

- Last-mile pedestrian guidance when leaving the car
- First-mile pedestrian guidance to parked car's position (if available)
- Pre-planning of trips and synchronize route recipes

Smart Guidance

The future of navigation is about more than just getting to your destination. Navigation will be deeply personal and useful every day. It will know exactly who's behind the wheel and anticipate their needs along the way inside and outside the vehicle. It also provides information to drivers in a way that doesn't distract them, but instead makes their daily commute safer, more efficient and more enjoyable. With **HERE Smart Guidance** we are already making this possible.

Automotive Portfolio

HERE Automotive offers a wide range of products and services to enable smart guidance experiences and to make cars more intelligent. We combine highly accurate and real-time location analytics with leading software technology that takes into account personal preferences and driving habits to make driving easier and safer.