

HERE Auto SDK

Quick and flexible software development tools for embedded in-car guidance experiences

HERE Auto SDK is a software development solution that enables quick and flexible implementation of embedded in-car experiences. The in-car navigation software solution supports multiple screens including cluster, in-dash, head-up display and rear-seat entertainment specifically optimized to deliver automotive grade embedded experiences.



HERE Auto SDK is a C++ based modular set of location components providing flexibility to build a world-class navigation experience.

The SDK provides all map-related services need for the development of a navigation experience.

Components include:

- NDS map content, compilation and delivery
- Routing, rendering, guidance, real-time traffic, POI search
- Mobile SDK assets for mobile companion experiences

Alongside the navigation-centric components, other modules provide access to a variety of services such as:

- Dynamic cloud content integration (mobility & safety services)
- Destination and route predictions
- User and vehicle profile management
- Electronic Horizon provider integration

From navigation to guidance

The navigation market is now quickly evolving from hardware-centric to personalized user-centric experiences, using real-time dynamic content and new technology enablers. This allows for intuitive, personalized, and efficient daily commutes and faster journeys from door-to-door as well as guidance experiences to become more predictive by understanding driver behavior and driving patterns. Finally, experiences do not just begin and end in the vehicle, but companion and mobility applications have extended the navigation experience to provide seamless end-to-end journey support.

Meeting these continually evolving consumer expectations will need to be achieved through a clever integration of embedded automotive grade software and consumer electronics devices – where smartphones will extend experiences inside the car, while embedded platforms will extend to the outside world.

It is no longer navigation, but guidance experiences. The future of guidance is about much more than just getting from A to B. Guidance is deeply personal and useful throughout the day, inside and outside of the vehicle. It knows exactly who's behind the wheel and anticipate the drivers' needs along the way. Guidance provides information to drivers in a way that doesn't distract them, but instead makes their daily commute safer, more efficient and more enjoyable.

Differentiators

Integrated Mobility Companion: Industry leading mobile companion assets for seamless inside and outside of the car experiences.

Map Rendering: Immersive map rendering capabilities transforming reality into beautiful map experiences.

Electronic Horizon Provider: Next generation software giving the vehicle the ability to have insight into the road ahead.

OTA Updatability: Over the air update capabilities to ensure up-to-date map content for rich in-vehicle experiences.

Dynamic Route Guidance: Dynamically assessing multiple route options in real-time to provide the best and most efficient route for the driver.

One-Box Search: Integrated one-box, hybrid search functionality with seamless usability and performance.

Learning Navigation: Machine learning capabilities to aid in proactive suggestions for drivers based on learned routes and preferences.

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to getting drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com>