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HERE launches Predictive Traffic

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Charlotte, N.C.

HERE, a leader in navigation, mapping and location experiences, today launched Predictive Traffic, a new traffic forecasting product that can anticipate future traffic conditions in real-time.

HERE Predictive Traffic considers over 100 different traffic behavior profiles per road segment to provide up to the minute traffic forecasts as far as 12 hours into the future. HERE devised a proprietary mechanism that selects the appropriate profile from this exhaustive collection, and combines it with real-time conditions to provide travelers with the best travel time estimates for their destination. Drivers using Predictive Traffic saw estimated arrival times that were up to 20% more accurate for journeys over 30 minutes in length.

Automakers, transportation agencies and other companies can build applications that seamlessly integrate HERE predictive traffic data across all screens. Pre-planned trips could be synced to the cloud, for example, allowing for automatic integration with the car and real-time notifications via connected devices. Dynamic message signs on highways could broadcast better travel times to the public.

Predictive Traffic demonstrates how HERE is using its expertise in predictive analytics and cloud computing to create solutions for connected cars today, and lay the foundation for autonomous vehicles tomorrow. The product will initially be available to OEMs in the U.S., Canada and Germany.

HERE has the most comprehensive traffic portfolio in the industry. In addition to Predictive Traffic, HERE Real-time Traffic is available in 43 countries and historical traffic data are available in 81 countries. HERE also collects more than 70 billion probe points per month and has collected more than 1.3 trillion historical probe points over the past decade.

“With HERE Predictive Traffic, businesses and ultimately consumers will benefit from having the most accurate, real-time traffic forecasts at their fingertips,” says Ogi Redzic, Senior Vice President, Connected Driving HERE. “With Predictive Traffic, drivers will learn of delays in advance and be able to plan around them. The most important thing is that



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people spend less time in traffic.”

HERE will be demonstrating its Predictive Traffic product at the American Association of State Highway and Transportation Officials (AASHTO) annual meeting in Charlotte, North Carolina starting today.

Read more

<http://360he.re/HERE-Predictive-Traffic>

Media enquiries

press@here.com

About HERE

HERE, a Nokia company, is a leader in navigation, mapping and location experiences. We build high-definition (HD) maps and combine them with cloud technology to enable rich, real-time location experiences in a broad range of connected devices – from smartphones and tablets to wearables and vehicles. Leading brands including BMW, Daimler, Microsoft, Samsung and Toyota trust HERE to provide mapping services for their customers. To learn more about HERE, including our work in the areas of connected and autonomous driving, visit <http://360.here.com>.

HERE Deutschland GmbH
Invalidenstr. 116
10115 Berlin, Germany
T +49 0 30 28 873 304

HERE Deutschland GmbH
Sitz der Gesellschaft: Berlin
Amtsgericht Charlottenburg, Berlin
HRB 106443 B

Geschäftsführer:
Michael Bültmann
Robertus A. J. Houben
here.com