



Press release 1/2

HERE convenes industry forum to discuss vehicle sensor data transmission specifications

Participants agree common interface format is critical next step for autonomous vehicle development

24. Aug 2015
Berlin, Germany

HERE, a leader in mapping, navigation and location experiences, recently brought together a diverse group of automotive companies, system vendors and suppliers to discuss the establishment of an interface format for how [in-vehicle sensor data](#) is transmitted to a location cloud. Modern vehicles collect vast sums of information on road and traffic conditions through onboard sensors, all of which can be utilized to improve the safety and experience of nearby drivers, such as real-time map updates and alerts on traffic or hazardous conditions ahead. If vehicles transmit sensor data in different formats, however, the ability for a cloud to efficiently aggregate and analyze the data at scale is lost and benefits to the driver become less realized.

During the forum held at HERE in Berlin, Germany, participants representing 16 companies agreed the industry must define a format in which vehicle sensor data is ingested by a location cloud. Additionally, participants discussed a range of technical issues, including data content, security, anonymization, and transmission accuracy and efficiency based on the ingestion interface specification recently published by HERE.

“The ability to transmit in real-time sensor data across different vehicles on the road requires deep industrywide collaboration,” said Dietmar Rabel, head of product management for the automated driving program at HERE. “But when we do, the result should be fewer accidents and more efficient journeys, as well as moving the industry closer to its aspiration for cars that can fully understand their environment and drive themselves.”

A recent forecast by automotive technology research firm SBD predicts that, by 2020, over 30 million vehicles will be sold annually with built-in connectivity, generating more than 163 million terabytes of data each year via their dozens of on-board cameras and sensor technologies.



Press release 2/2

“As more connected vehicles come to market, Continental looks forward to participating in the industry’s effort to define how vehicle sensor data gets transmitted and processed. This is important for [Continental’s eHorizon](#) project where we merge data from different car makers in a backend. The discussions at this forum were incredibly robust, key issues to address were identified – such as how to transmit accurate sensor information given that every OEM will have different sensors on board – and I believe we now have a solid foundation for our work ahead,” said Ronald Hain, head of back-end development team at Continental who participated in the forum.

The creation of a common specification for in-vehicle sensor data is prerequisite to an industry standard, following a similar approach taken by HERE and its industry peers to usher in [ADAS Interface Specification](#). In the upcoming weeks and months HERE will re-engage industry peers across the globe to establish a formal working group on sensor ingestion standardization.

To read an interview with Continental’s Ronald Hain please visit [this link](#). To learn more about HERE, along with detailed information on our recently published sensor data ingestion interface specification, visit [360.here.com](#).

Media enquiries

<https://company.here.com/newsroom/contacts/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. To learn more about HERE, including our work in the areas of connected and autonomous driving, visit <http://360.here.com>.