HERE Real-Time Traffic

Improve the efficiency of road travel

HERE Real-Time Traffic helps drivers reach their destinations efficiently and stress-free. It delivers up-to-the-minute information about traffic conditions and incidents that could cause delays, including slower than normal traffic flow, road works and accidents. Moreover, it enables the display of traffic conditions on highways or arterials and supports traffic-aware routing for optimal ETA calculations.

To reflect real-world road conditions, HERE Real-Time Traffic aggregates and analyzes traffic data from an advanced mix of sources, including high quality connected car probes. The service considerably improves driver safety thanks to its Traffic Safety Warning notifications, accurate incidents reports and faster hard-braking events detection. HERE Real-Time Traffic is also the first service to incorporate vehicle sensor data, which enables fast detection of hard braking-events. In more detail, sources include:

→ Probe data – vehicle sensor data

→ Fixed sensors

→ Government sources

→ Trillions of historical traffic records
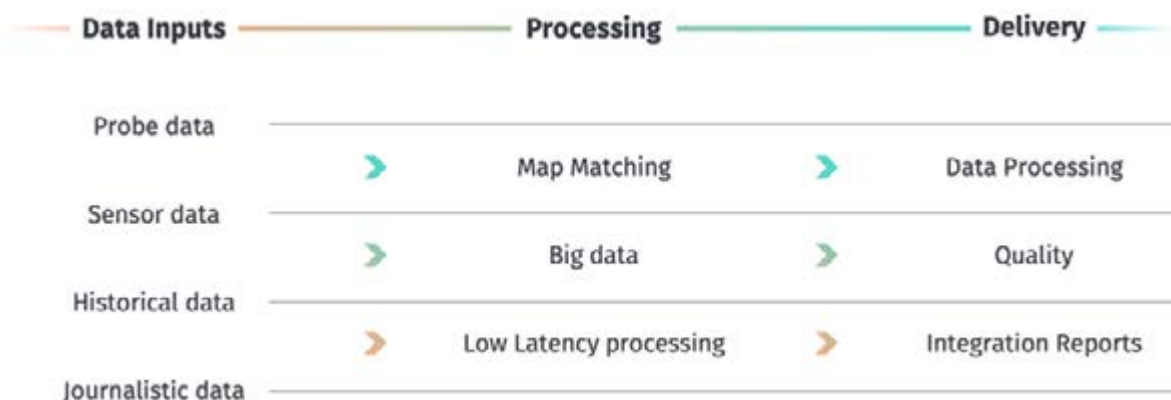
Status: Commercially available

Formats:

→ Broadcast Real-Time Traffic is available via RDS, HD radio and TPEG over DAB (availability varies by country)

→ Connected Real-Time Traffic is available over the internet via TPEG over HTTP and XML or JSON

Coverage: Real-time traffic flow coverage in 64 countries / incidents coverage in 52 countries

How does the service work?

HERE Real-Time Traffic is a service that uses a multitude of sources to ensure an accurate representation of roadways. The service matches the probes to the HERE map to identify current traffic conditions on the road. Then, it aggregates and processes those probes using proprietary algorithms to deliver the most accurate traffic service to our customers.

Data Inputs		Processing		Delivery
Probe data		Map Matching		Data Processing
Sensor data		Big data		Quality
Historical data		Low Latency processing		Integration Reports
Journalistic data				

Key features

Standard Traffic

Existing features that are currently available in real-time traffic.

Premium Traffic

Additional features available based on continuous innovation such as Lane level Traffic, HOV Lanes, Arterial Turn Lanes, Lane level closures/roadworks, etc.

Premium + Predictive Traffic

Predictions for +4 hours into the future.

Differentiators

High-quality global service: Make use of unmatched low-latency feed with positional accuracy thanks to flow and incident coverage in 64 countries with deep arterial coverage, flexible congestion coloring and car data such as hard-braking sensors.

First-to-market innovations: Discover a new world of traffic services with features for lane-level traffic innovation that include: Reversible Express Lanes, Split Lane Traffic, HOV Lanes and Arterial Lanes.

Future proof: Widen your offering with a foundation for a continuously updated map that goes beyond traffic and applies to ADAS and other self-driving use cases.

Wide range of delivery methods: The support of broadcast (RDS-TMC, DAB, HD), server connected (XML) and direct to vehicle (TPEG) system architectures allows you to easily integrate the service with your connected vehicle services and with the HERE Platform.

Rapid implementation and superior support: Receive tools and services to quickly launch traffic including advanced implementation support, broadest referencing solution portfolio (TMC tables and Open LR), and a 24-hour post-production customer care.

Want to talk? We do, too. <u>Get in touch here.</u>