



HERE Navigation

Open SaaS platform for automotive navigation & location-based connected service delivery

HERE Navigation is an off-the-shelf navigation solution for embedded IVI platforms or mobile with a fully configurable UX and map design.

Delivered as Software-as-a-Service (SaaS) with global coverage, HERE Navigation enables OEMs to update, upgrade and add new maps and services to embedded, mirrored and mobile-only navigation systems at any time over the air (OTA). End-users benefit from a fresh solution throughout the lifecycle of their vehicle.

Tap into data and services available from HERE and 3rd party providers. Combine these with your own data to create, market and monetize your own unique services.

For a differentiated end-consumer offering, HERE Navigation has the ability to create different navigation experiences across vehicle lines or trim levels and deploy them to select vehicles.

Automotive use cases

- Complete Navigation Solution
- Over-The-Air Updates
- Service Creation and Delivery



Offer the freshest navigation experience

Provide up-to-date maps with streaming and caching.

Provide automatic updates of new product versions and features throughout the subscription period



Upgrade navigation features and services easily

Accelerate deployment with a complete turnkey navigation application.

Benefit from a re-styleable UI, global map availability and full integration with connected services and voice solutions.

Develop proprietary features and services with our Service Package SDK.



Get to market faster with a SaaS solution

Use over-the-air (OTA) capability to update user interface (UI), features and services through the whole life cycle.

Access our secure portal for seamlessly adding new extended services.

Product components

- **Client Software:** The HERE Navigation experience starts with The Client Software which operates on the IVI platform or on a mobile device. It is connected to the HERE Navigation Platform to pull new functionality and Service Packages that the OEM has activated for a specific device.
- **Core Navigation:** The Core Navigation delivers the navigation functionality and is the basis for any OEM deployment.
- **Service Package SDK:** The Service Package SDK is a tool for Parameterisation and Configuration, UI Skinning and Layout Customization. It further enables OEMs and their development partners to create custom HNOD Service Packages
- **OEM Portal:** The Portal is a web-based tool that enables OEMs to define and configure different navigation experiences for drivers, in line with vehicle brands, trim levels or regional needs – using a secure online portal.
- **Extended Services:** Extended services further enriches Core Navigation with a long list of connected experiences that the OEM can activate for its users for safety and convenience.



Core navigation



Seamless Electric Vehicle transition



Extended Services to create recurring revenue



About HERE

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding 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> and www.here.com.