



# Dynamic map session

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## HERE in numbers

**200**  
Countries mapped

**7,000+**  
Employees in 56 countries focused on delivering the world's best map and location services

**Millions** of changes made to the map **every day**

Today, HERE provides services to nearly all global OEM brands as well as many market leading brands such Microsoft, Amazon, Facebook etc.

**30+**  
Years of experience transforming mapping technology

**4 of 5** In-car navigation systems in Europe and N America use HERE maps

## Your world in numbers

**300%** Increase CO2 emission from traffic congestion  
2011-2021

Deaths every day in road accidents **3.5K**

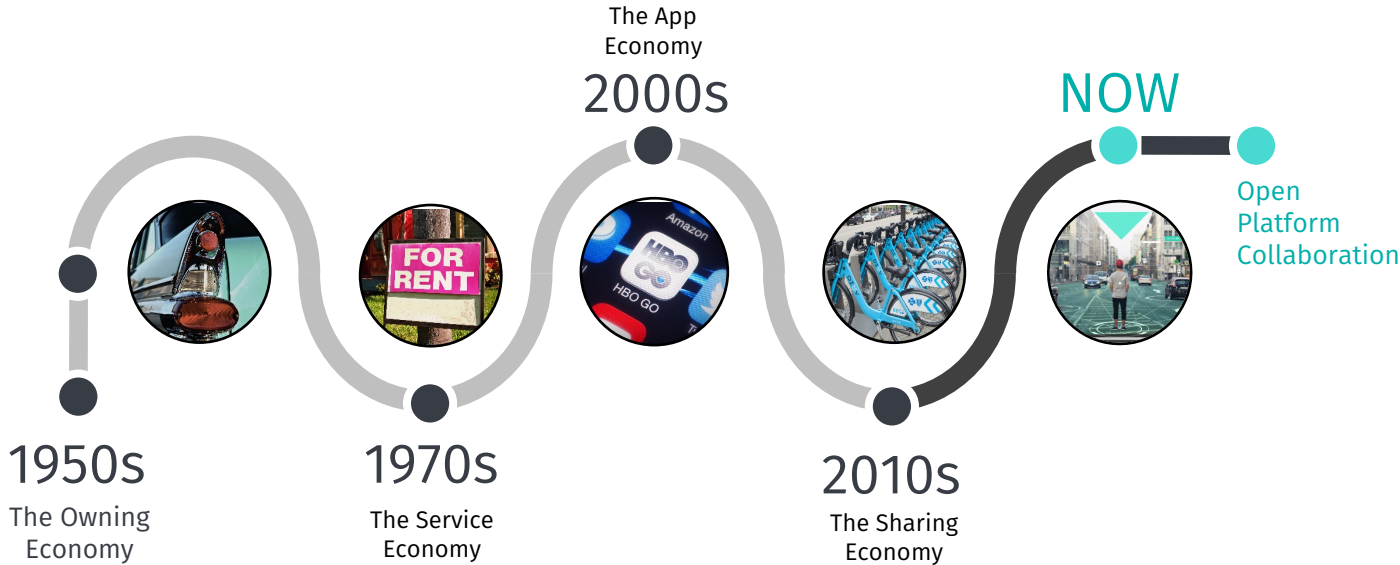
**<0.5%** of all data today is ever analyzed and used

**50B** # of smart connected devices in the world, all developed to collect, analyze and share data by 2020

# The power of location



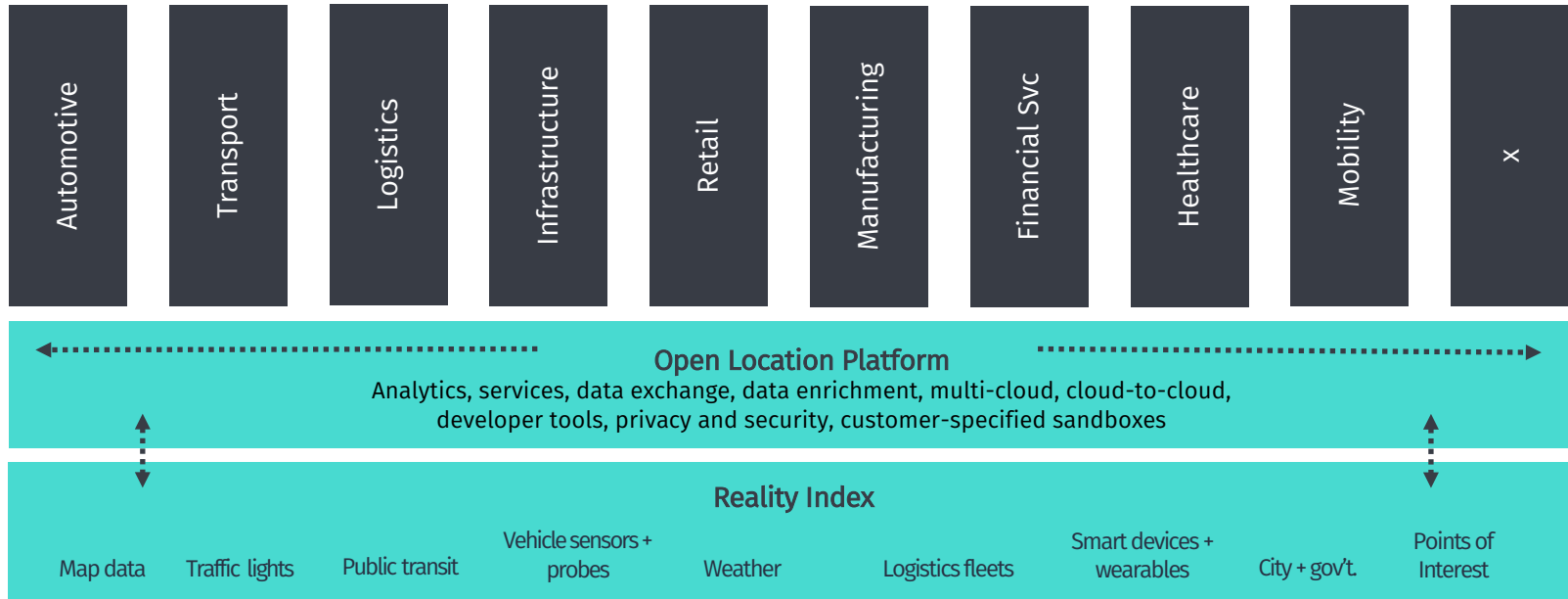
# From Owning to Opening



A sharing economy creates the foundation for an open ecosystem that improves for all when being used by all

It also demands a high degree of responsibility toward data and privacy

# Open Location Platform as the go-to destination for location services





# Real-time data services for the vehicles of tomorrow

## HD Live Map

Accident right lane

Localization model

### Highly Accurate:

- Provides the precise localization of vehicles—both lateral and longitudinal—to sub-lane level accuracy

### Increase Safety:

- Enables proactive strategy planning for vehicles

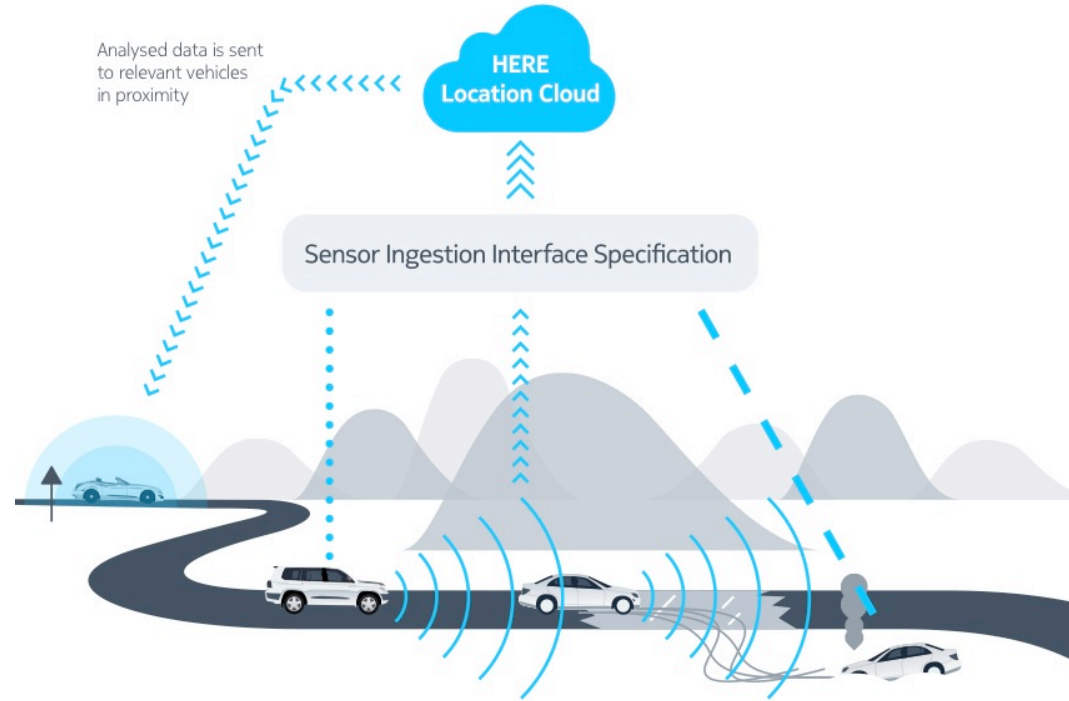
### Trust inspiring:

- Increases your trust and peace of mind by helping to take the “machine-feel” out of vehicle automation



# The Sensor Data Ingestion Interface (SDII) **SENSORIS**

- The Sensor Data Ingestion Interface Specification describes the needed technical requirements of data sets for vehicles submitting rich data gathered by on-board car sensors.
- With a common interface specification, the data generated would be analogous regardless of vehicle manufacturer and could thus be pooled, processed and analyzed to create a detailed live view of road and traffic conditions.



# A new generation of data services



HERE  
On-Street  
Parking

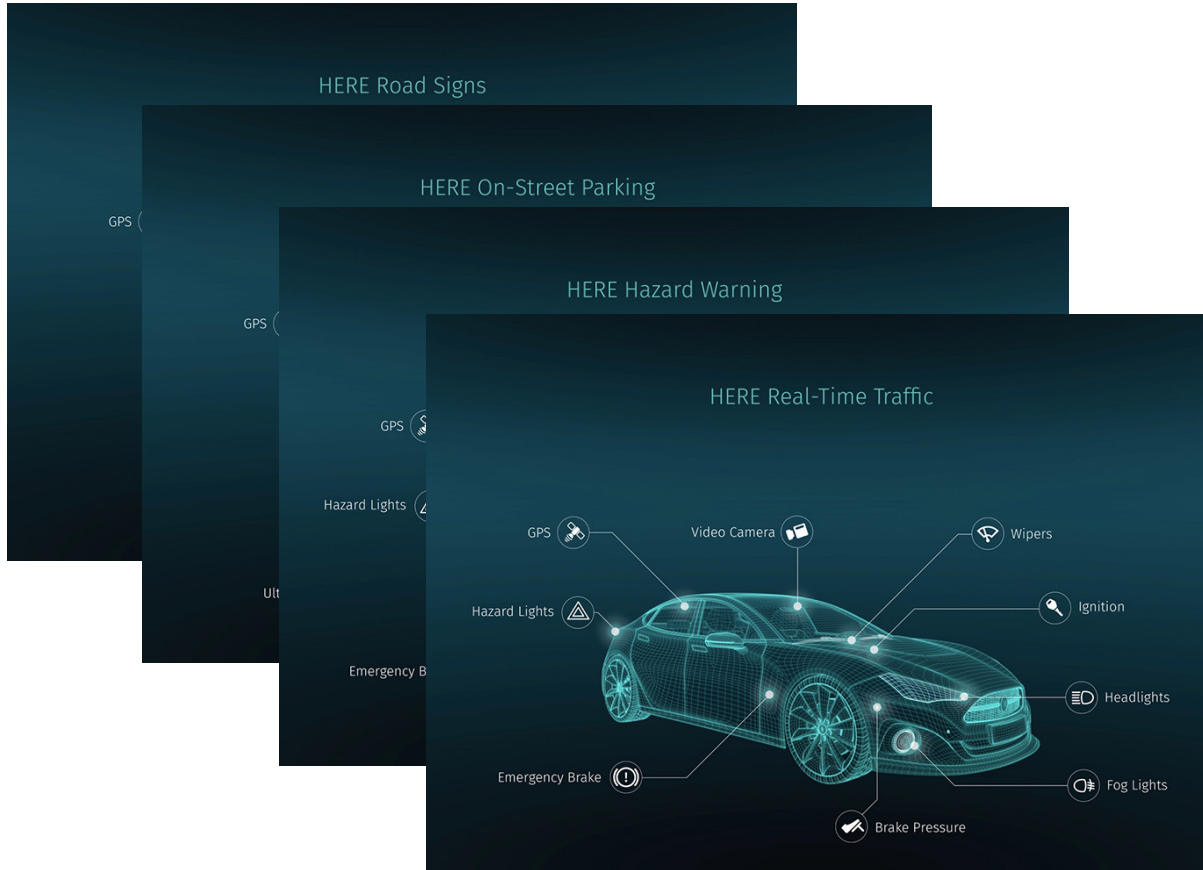
HERE  
Real-Time  
Traffic

HERE  
Hazard  
Warnings

HERE  
Road Signs



# Car sensor data is turning into new type services





The logo features the word "here" in a white, lowercase, sans-serif font, rotated 45 degrees counter-clockwise. To the left of the letter 'h' is a teal-colored triangle pointing downwards and to the right. The background consists of dark grey and black geometric shapes, including a large diagonal band and a triangular shape in the bottom right corner.

here