Mobilität der Zukunft – Die Bedeutung von Geodaten

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Workshop GDI Sachsen e. V. , Dresden| January 31, 2017

Agenda

About HERE

Open Data Use Cases

Conclusion

About HERE

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 **3.5**

<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

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A history of transforming potential into meaningful products

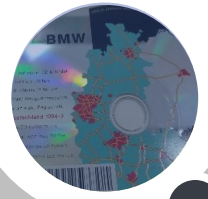
1985

Navigation Technologies formed

1994

1st map for in-car nav

1st map for Web (1995)



2004

1st map for ADAS

1st map for phone

1st map for Adaptive Cruise Control (2005)

2007

Community mapping

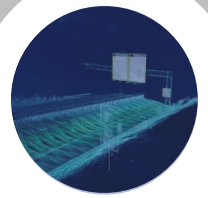
Offline maps for mobile

2009

1st map for Predictive Cruise Control

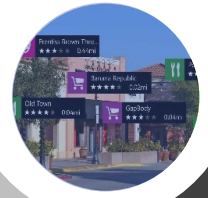
High precision data collection and map-building technology (2010)

Use of sensor data for map building



2011

1st pure location cloud



2014

Augmented Reality technology

2015

HERE gets new investors: Audi, BMW, Daimler

First commercial cloud service for automated vehicles

HERE **Open Location Platform**

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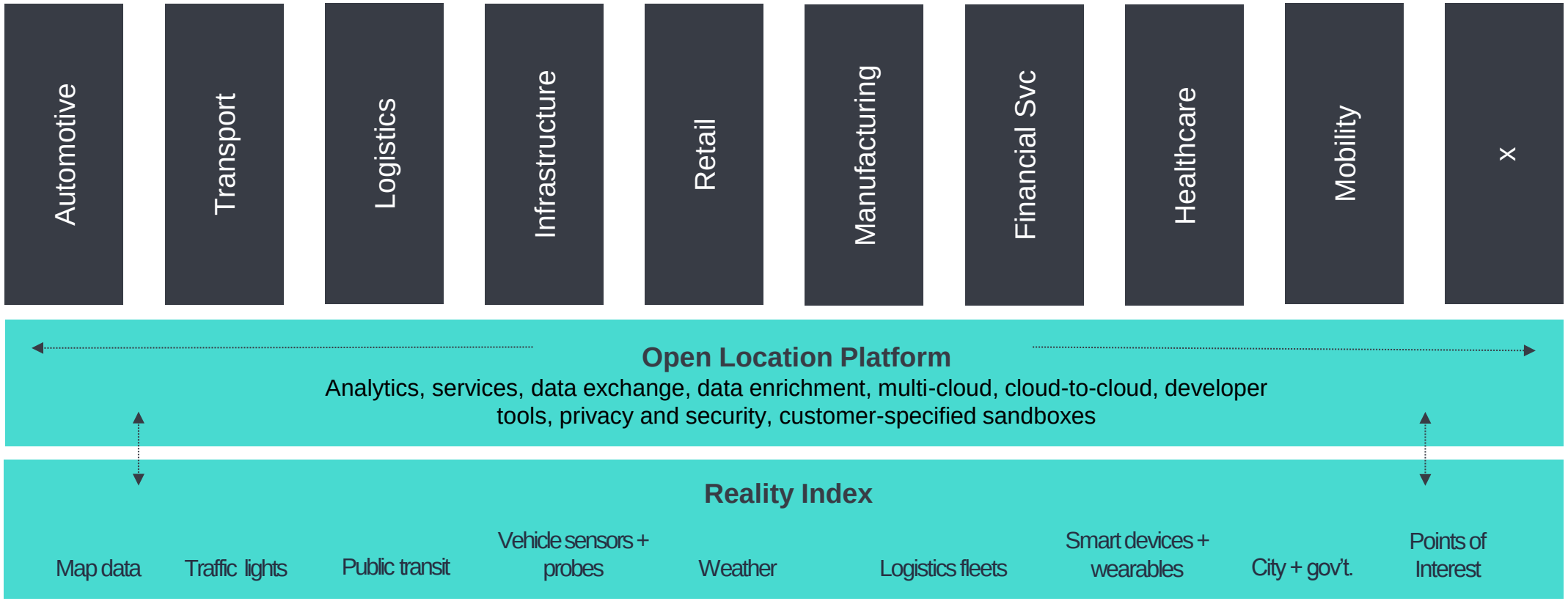
Open Location Platform as the go-to destination for location services



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The power of location

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Open Data Use Cases

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TN-ITS – Transportation Pilot

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Explaining the process: from road authority to end user

Daily incremental updates

TRAFIKVERKET

Statens vegvesen

TN-ITS

Receive the updates
Decode the data
Match the data towards HERE database

Delivery

Monday → **Friday**

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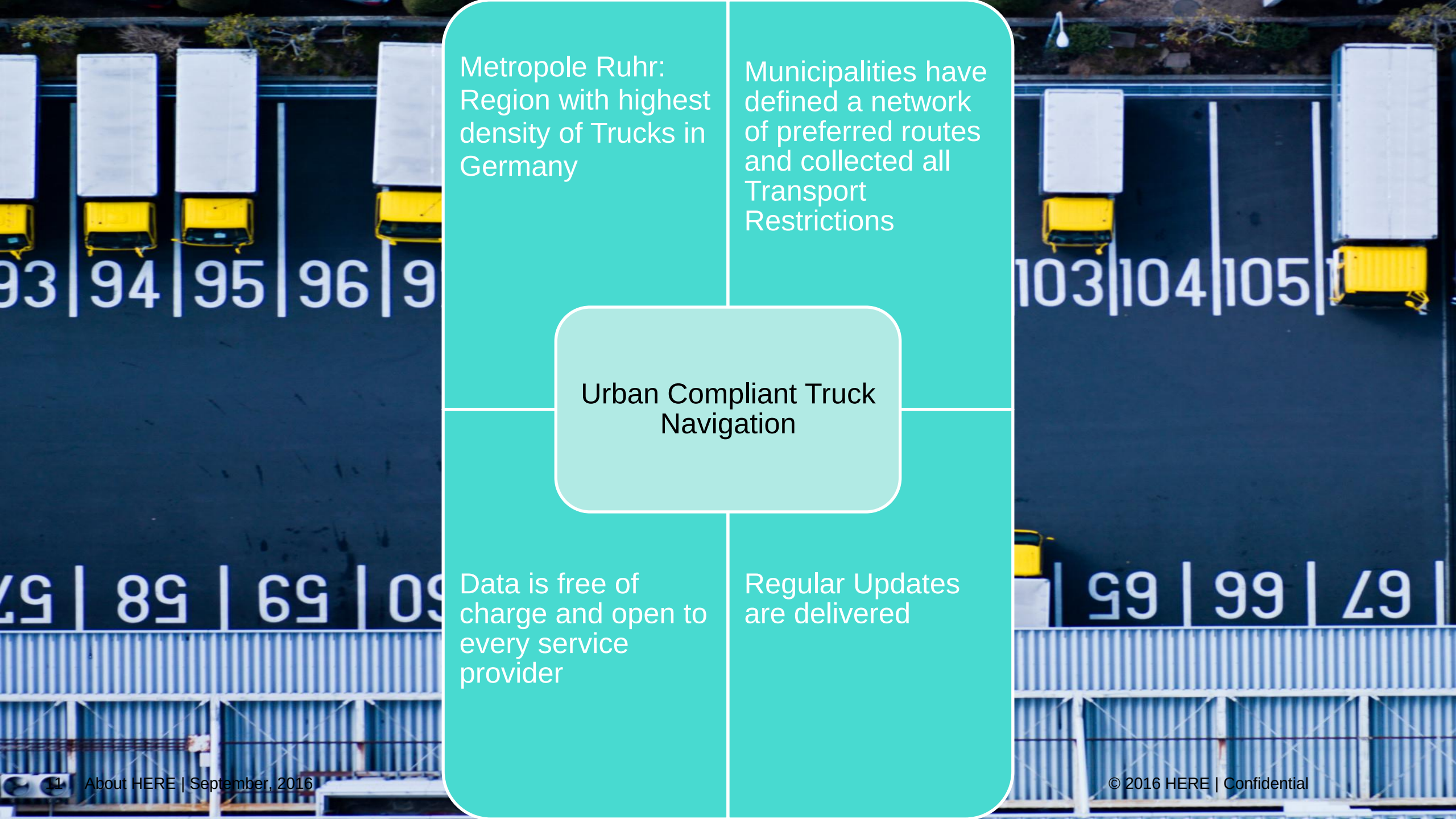

Metropole Ruhr: Region with highest density of Trucks in Germany

Municipalities have defined a network of preferred routes and collected all Transport Restrictions

Urban Compliant Truck Navigation

Data is free of charge and open to every service provider

Regular Updates are delivered

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Urban Compliant Truck Navigation

HERE has implemented the data

First products with data from Metropole Ruhr are available since March 2015

Extension of the project to other cities and regions

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Road Database Saxony

Road Signs from **LISt Gesellschaft für Verkehrswesen und ingenieurtechnische Dienstleistungen mbH**

Dataformat OKSTRA

Challenge: transform point information to line information

used to analyze speed limits in HERE Database

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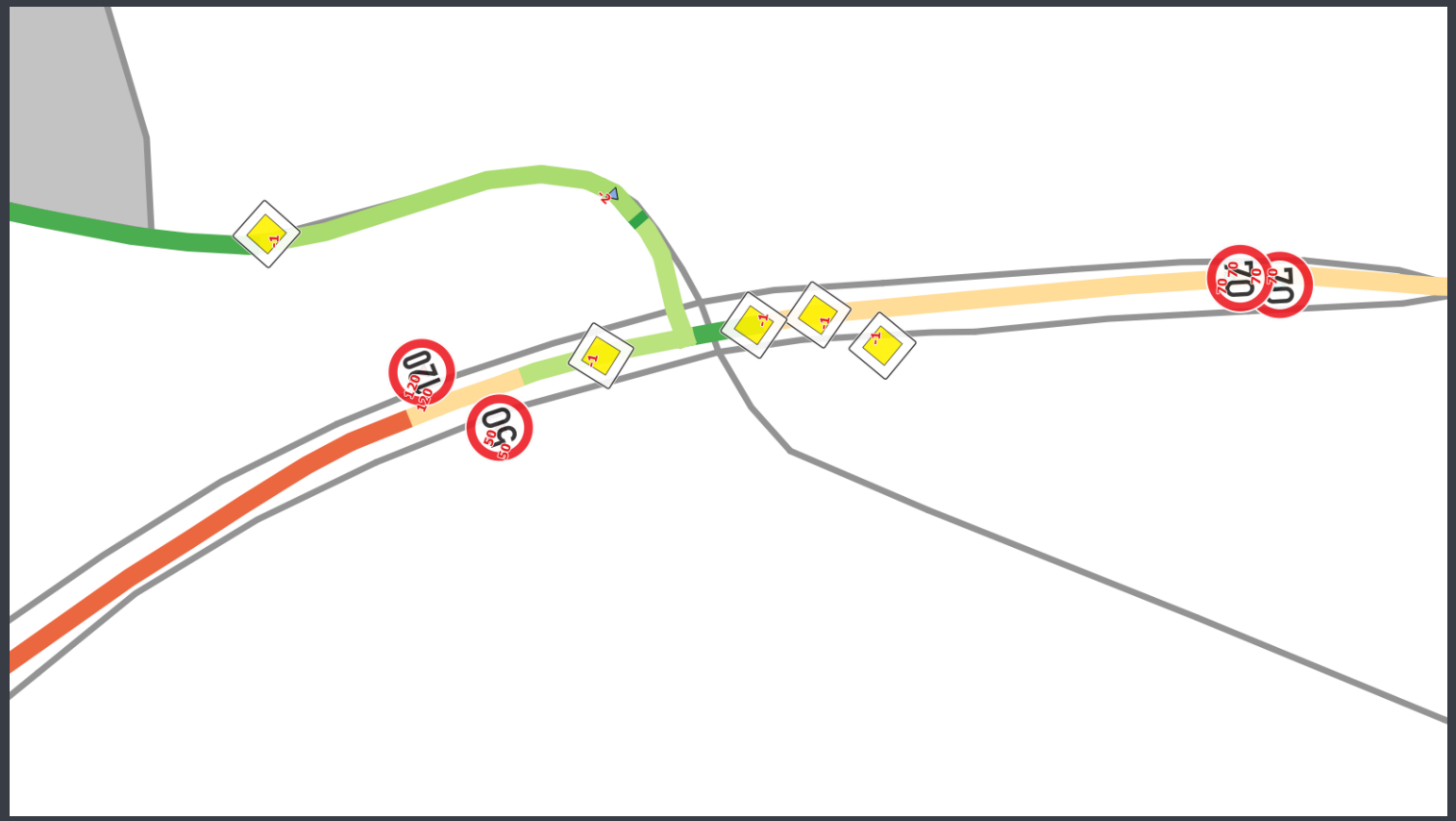

Example:
Road Database
Saxony

Conclusion

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How does data exchange benefit the road authorities?

Traffic Routing

- Traffic routing according to traffic planning and concepts, **prevention of traffic jams**

Immediate Implementation

- Immediate implementation i.e. truck restrictions, **prevention of accidents and breaches of rules**

New Road Constructions

- New road constructions to be made available to end users for routing immediately after the official traffic release

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Mobility of the Future – the importance of Geodata

Service Provider

New Services (Bike Navigation, On-Street Parking, Multimodal Routing)

New requirements in quality – semi automated driving, dynamic content, changes in real time

Easy Data Licensing and harmonized data formats

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Mobility of the Future – the importance of Geodata

Data Provider

Digitization enables a more intelligent use of road infrastructure	**Routing follows traffic management, impact on navigation**	**Fast implementation of restrictions (speed limit, truck restriction) ➔ reduction of accidents**	**Economic advantage for the region**

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Thank you

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