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HERE Map Data Suite

Unlock the value of location with the most comprehensive and accurate map data offering

The HERE Map Suite is a reliable snapshot of the world that unlocks value by providing context and relevance for your data. It's a detailed 2D geospatial representation of the world's road networks, pathways, buildings, structures, places, land use and land cover across 200 countries. Containing up-to-date, consistent and globally aligned descriptions and characteristics of all geo-referenced features, the HERE Map Data Suite provides an unparalleled source of location data to build new applications or leverage the value of your own data.

The HERE Map Data Suite offers two complementary map tiers: HERE Essential Map and HERE Advanced Map – giving you the flexibility to select the map type that matches your application and business needs.

HERE Essential Map is a basic 2D canvas of the world that enables use cases such as basic map display, data visualization, search, localization and tracking and tracing.

Building on HERE Essential Map, **HERE Advanced Map** is the most complete and detailed map available. It includes detailed features for modeling road networks, such as navigable attributes, speed limits, sign text and the full set of Places, and enables use cases such as point-to-point routing, turn-by-turn navigation, advanced navigation for cars and trucks, business intelligence, planning and optimization, and much more.

The HERE Map Data Suite can be further enriched with additional curated and specialized location content products that enable you to build differentiating location-enabled services and applications. Over 50 premium location content products seamlessly integrate with the HERE Map Data Suite, such as HERE Places, HERE Point Addressing, HERE Trucks, HERE Road Infrastructure, and many more.

Key Highlights:

- Industry-leading coverage and richness
- Consistent & reliable
- Fresh maps of an ever-changing world

Applications and Use Cases

From search, display, tracking, business intelligence and digital advertising to navigation, powering advanced safety systems and automated driving, HERE Map Content meets your every need. Build your own tailored interactive map with road segments, addresses, cartographic data, administrative areas and more. Using the HERE Open Location Platform, you can access additional specialized premium map data layers to further leverage and enrich the value of your own data.

With the HERE Map Data Suite as a foundation, providing context and relevance for all things location, an infinite range of applications are made possible. The applications and use cases that are enabled stretch across multiple industries; on the right side are a few examples of the ways you can use the HERE Map Data Suite to unlock the power of location.

Examples of use cases by industry segment

Automotive:
- Infotainment and navigation
- ADAS enablement
- Autonomous Driving enablement
- Mobility solutions
- Telematics
- Lane guidance
- Telematics
- Usage Based Insurance / PAYD

Telecom & Utilities:
- Call center management
- Retail network management
- Demand modelling
- Churn analysis
- Asset management
- IoT device management
- Network planning & optimization
- Big data analytics
- Field workforce management

Transportation & Logistics:
- Fleet Planning & Routing
- (Real Time) Tracking
- Truck Turn-by-Turn Navigation
- ADAS for Trucks (Electronic Horizon)
- Mobile Dispatch
- Post-Trip Analysis

Public Sector:
- Operations and planning (GIS)
- Emergency services
- Public safety information
- Infrastructure management
- Transportation & mobility
- Public services and workforce management
- Urban planning

Internet (AdTech)
- Audience segmentation
- Advanced Location Targeting
- Attribution

Media / Advertising:
- Location display
- Location search
- Location analysis
- Performance measurement

Benefits of the HERE Map Data Suite

- A **single** digital representation of the real world, providing unmatched context and relevance to your data

- **Tailored** to your needs: select the best map type and location content products for your use case

- HERE Essential Map offers **core functionality at an attractive price point** for use cases that do not require advanced map features such as for routing and navigation

- Choose from a **variety of delivery methods**, services or solutions to access the HERE Map Data Suite

- Avoid unpleasant surprises when you want to scale and expand the scope of your application or use case – the HERE Map Data Suite is based on a single, **consistent, global specification, and is validated** by HERE before it is released to our customers

- Always have access to the freshest location data, **updated continuously** and validated weekly

- Highly accurate **automotive-grade** data for safety-critical automotive applications, compliant with international industry standards of quality, including ISO 9001i, ISO 27001 and Automotive SPICE

- ► HERE Essential Map and HERE Advanced Map are true standalone maps that can be used for **offline** applications, including Places

- ► Bypass the issue of low accuracy and inconsistent coverage and richness from open-source data and rely on validated and **highly accurate map data** from HERE to meet your performance and experience standards

- ► HERE enables you to create differentiating services and solutions as you can top up the HERE map of your choice with additional special **curated location content** from a vast portfolio including over 50 different products.

- ► You can always look forward to more from us – **HERE continuously invests** in tools, people and capabilities to accelerate innovation and expand our product portfolio

- ► A leading map provider with **more than 30 years of experience** at the forefront of location-based services, HERE is your trustworthy and reliable partner

Features:

Global dataset:

- Worldwide coverage with more than 65.2 million km of roads

- Over 900 different map attributes that provide meaning and location context to all relevant characteristics, restrictions and rules that are needed to create a representative 2D or 3D model of the world

- Maps for 200 countries, with varying levels of coverage of road, pedestrian and bicycle geometry and attributes

- Building footprints and cartography provide detailed land-use and land-cover information, including how and where the earth's surface is populated with buildings and structures

- Over 270 million footprints of buildings and structures and expanding rapidly

- Worldwide coverage of more than 144 million Places, covering the most relevant categories for your application

HERE Essential Map

- Road geometry

- Street names

- Address ranges

- Administrative coding

- Cartographic features and land-use

- Building footprints

- Selected categories of Places: airport, amusement park, border crossing, commuter rail station, ferry terminal, golf course, hamlet, historical monument, hospital, museum, named place, neighborhood, park/recreation area, performing arts, sports complex, taxi stand, tourist attraction, train station

HERE Advanced Map

All features included in HERE Essential Map plus:

- Road attributes: Direction of Travel (two-way, one-way), Road Functional Class, Controlled access, Ramp, Multiply Digitized, Complex Intersection, Restricted Driving Maneuvers (no left/right/u- turn, no straight ahead), Paved, Tollway

- Pedestrian and Bicycling basic geometry (only functional when combined with HERE Pedestrian or HERE Bicycling products)

- Speed Limits FC1-2

- TMC information

- Sign Text

- Toll information

- Environmental zone IDs

Technical delivery and integration

Choose from a variety of delivery methods, services or solutions to access and benefit from the HERE Map Data Suite:

1. Direct data deliveries

The HERE Map Data Suite is available in the following formats: GDF, RDF, Navstreets, FGDB, and in NDS.

2. Services & Solutions

- HERE In-Vehicle Infotainment Services Suite

- HERE Traffic Suite

- HERE Safety Services Suite

- HERE Indoor Suite

- HERE Location Suite

- HERE Traffic Suite

HERE has a Global Technical Services team available on request to assist with questions and your integration needs.

3. HERE Open Location Platform (OLP)

Access HERE Map Data through the HERE Open Location Platform which is a platform for Location Intelligence. Enrich your own data with HERE data using the Workspace. To learn more about the HERE Open Location Platform, visit openlocation.here.com

Developers can access the HERE Map Suite and HERE Location Content products through our Developer Portal and use HERE APIs and SDKs via developer.here.com or engage.here.com/freemium

Need more information? Visit our website at www.here.com

Product Group Description	Product reference	Can be combined with	
		HERE Essential Map	HERE Advanced Map
HERE Guidance & Routing Suite	HERE Voice Phonetics	✓	✓
	HERE Natural Guidance		✓
	HERE Routing Configuration		✓
	HERE Trucks		✓
	HERE Pedestrian		✓
	HERE Bicycles		✓
	HERE Outdoor Recreation	✓	✓
	Off-Road Africa		✓
	Off-Road (rest of world)		✓
HERE Road Rules & Regulations Suite	HERE Environmental Zones	✓	✓
	HERE Toll Costs Static		✓
HERE Imagery & Topography Suite	HERE Digital Terrain Models	✓	✓
	HERE Elevation Contours	✓	✓
	HERE World Map	✓	✓
	Satellite Imagery	✓	✓
HERE Road Infrastucture & Usage Suite			
HERE Road Infrastructure	Extended Lanes and Markings		✓
	Road Curvature		✓
	Road Elevation		✓
	Road Roughness	✓	✓
HERE Road Furniture	Signs, Signals and Warnings Static	✓	✓
	Safety Cameras Static	✓	✓
	Variable Speed Signs Static	✓	✓
	Distance Markers	✓	✓
	Speed Limits Static (FC1-5)	✓	✓
HERE Road Usage	On-Street Parking Restrictions Static	✓	✓
	Built-Up Area (BUA) Roads	✓	✓
	Diminished Priority Road	✓	✓
	Traffic Patterns	✓	✓

Product Group Description	Product reference	Can be combined with	
		HERE Essential Map	HERE Advanced Map
HERE Maneuver Assist	2D Signs		✓
	2D Generalized Signs		✓
	Advanced 2D Generalized Signs		✓
	2D Junctions		✓
	2D Generalized Junctions		✓
	Advanced 2D Generalized Junctions		✓
	3D Junctions		✓
	3D Generalized Junctions		✓
HERE Utility & Network Infrastructure Suite	HERE Cellular Signals	✓	✓
HERE Buildings & Structures Suite	HERE 3D Buildings	✓	✓
	HERE 2D Landmarks	✓	✓
	HERE 3D Landmarks	✓	✓
	Advanced 3D City Models	✓	✓
HERE Places & Points Suite	Point Addressing	✓	✓
	Micro Point Addressing	✓	✓
	HERE Places	✓	✓
	HERE EV Charge Points Static	✓	✓
	HERE Fuel Types	✓	✓
HERE Areas & Boundaries Suite	HERE Administrative Boundaries	✓	✓
	HERE Postal Code Boundaries	✓	✓
	HERE Postal Code Points	✓	✓
	HERE Census Boundaries	✓	✓
	HERE Census IDs	✓	✓
	HERE Street Name Government Codes	✓	✓
	HERE Mahalle Boundaries Turkey	✓	✓
HERE Spatial Relationships Suite	HERE Places Footprints	✓	✓

All the information in this brochure is subject to change. Always consult with your HERE representative for the latest status.

About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. Our offering is based on a wealth of knowledge with unmatched dedication to accuracy, richness, freshness and coverage. To learn more about HERE, including our new generation of cloud-based location platform services, visit **360.here.com** and **www.here.com**