

HERE Real-Time Traffic

Improve the efficiency of road travel:
for yourself, your drivers and road network planning

HERE Real-Time Traffic is a dynamic service that delivers up-to-the-minute information about traffic conditions. It answers such questions as: how fast is the traffic moving? Are there any delays at the moment? How long will a route take? How safe is the traffic?

HERE Real-Time Traffic provides two types of information:

- Flow data – speeds and congestion levels on the roadways, including predictive speeds
- Incident data – including road closures, roadworks, collisions, broken-down vehicles and more.

The service comes in three options: Standard Traffic, Advanced Traffic, Premier Traffic.

Applicable industries:



Automotive



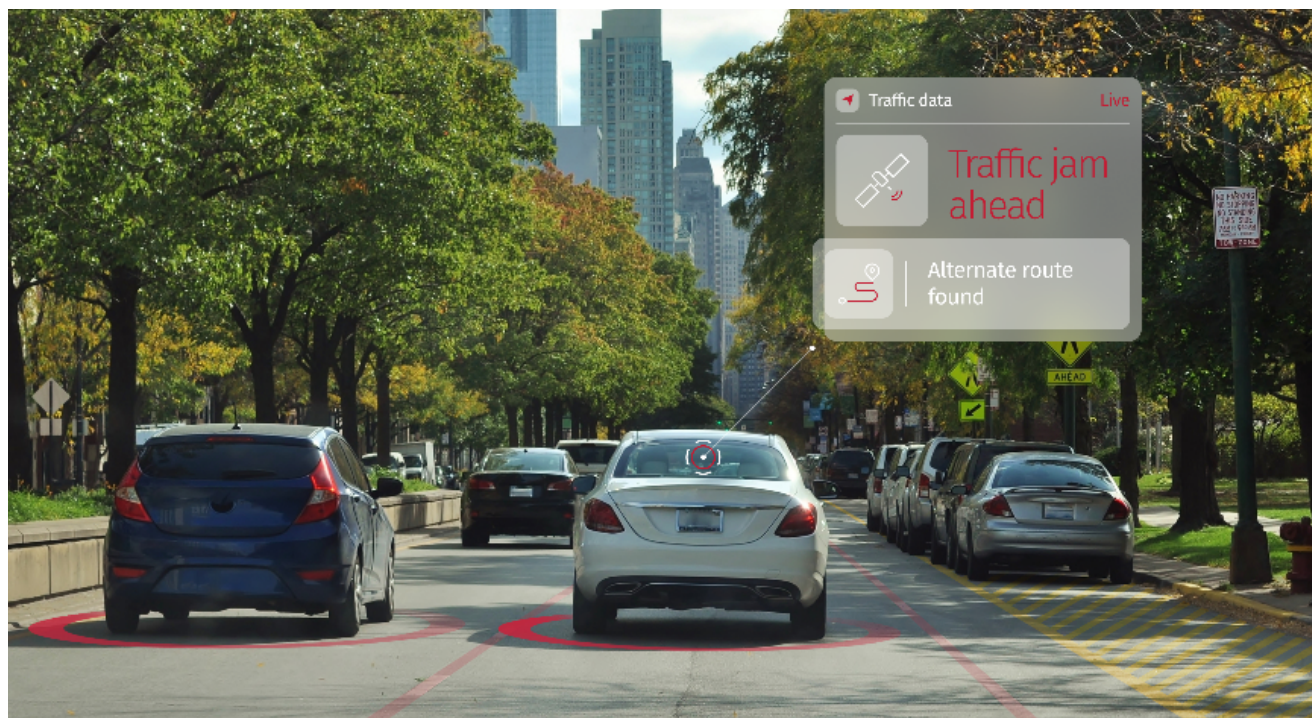
Tech, media, telco



Public sector



Transport & logistics



Product features

	Standard Traffic	Advanced Traffic	Premier Traffic
Flow data	✓	✓	✓
Incident data	✓	✓	✓
Reversible lanes coverage	✓	✓	✓
Traffic safety warnings	✓	✓	✓
Lane closures	✓	✓	✓
Split lane-level coverage		✓	✓
High-occupancy vehicle (HOV) coverage		✓	✓
Arterial turn lanes coverage		✓	✓
Deep coverage, 96 cities		✓	✓
Dangerous slowdown detection, in 2022		✓	✓
Prediction for +4 hours into the future			✓



Multiple data formats:

TPEG, Traffic ML, DATEX II, HD+, DAB, RDS, Rest API, Protobuf, Platform layers



Coverage

75 countries in Americas, Asia-Pacific, Europe, Middle East & Africa



Based on 160+ data sources:

Connected vehicles, Telematics, Mobile apps, Personal navigation devices, Governmental sources

Product use cases

Use cases	Applicable markets			
	Connected & automated driving	Infrastructure planning & public safety	Fleet management & supply chain	Tech, media, telco
Trip planning and route optimization for drivers who want to drive the most effective and efficient route, and get to their destination on time.	✓		✓	✓
Safe driving – by knowing what is coming on the road ahead, drivers can prepare for changing conditions.	✓	✓	✓	✓
Driver analytics, behavioural analysis, incident analysis – the service enables customers to analyse driving behaviour for driver job analysis, insurance premium calculation and compliance management.	✓	✓	✓	✓
Road network planning – the service enables road authorities to increase the capacity of road networks and optimize them.		✓		

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 360.here.com and www.here.com.