



# HERE TRAFFIC PORTFOLIO BY MBI



**450 million**

per hour probe points processed for traffic

**33 million km**

of signs, signals and warnings

**100+ billion**

API calls monthly

**160+ million**

vehicles with HERE Maps on board

## HERE REAL-TIME TRAFFIC

HERE Real-Time Traffic delivers up-to-the-minute information to road network operators about traffic conditions and incidents that could cause delays, including slower than normal traffic flow, road works, and accidents. Traffic Flow and Incident content is created through a combination of journalistic data and human resources. It's delivered with optimized data consumption and uses automotive grade probes to provide a traffic service to rival those used by drivers through smartphone applications.

HERE Real-Time Traffic is used by a range of partners and customers to:

- 📍 Manage roadways by viewing up-to-date and accurate areas of congestion
- 📍 Provide travel times on roadway dynamic message signs
- 📍 Report on performance measurements such as reliability and travel times
- 📍 Warn about live event occurrences, such as road closures or unusual conditions

HERE traffic feed provides sub-TMC granularity and is updated every 60 seconds from billions of GPS probe points, road sensors, and connected vehicles.

By making use of Real-Time Traffic, transportation agencies can empower operations managers to:

- 📍 Assess incidents in real-time and provide immediate response
- 📍 Receive real-time information on the road situation to avoid lasting bottlenecks
- 📍 Make use of traffic flow content to show congestion and speeds on roadways (this content is enhanced with vehicle probe data to bring greater accuracy)
- 📍 Gain sight of all levels of traffic - including all levels on off-TMC roads

Available for 75 countries and accessible through:

- XML
- Traffic API



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## HERE TRAFFIC ANALYTICS

HERE Traffic Analytics helps governments and transportation agencies make informed decisions about future traffic flow management by using historical road traffic data. The data enable deep insights into historic and comparative traffic flow and road network performance.

## HERE SPEED DATA

Vehicle speed and analytic information is taken from a database of trillions of GPS probe data points. It enables customized traffic analysis through enterprise and government applications. Using speed data, organizations can accurately model the effect of planned changes on road networks and use robust statistical parameters to give realistic, actionable results. Planners can select the area, time span, and level of statistical detail to meet a wide range of specific analytical needs. Speed Data is available for both cars and trucks.

Key speed data features:

- 📍 Data is averaged in five-minute increments and includes analytical fields such as standard deviation, min/max speeds with an 5 year historic archive
- 📍 Using five-minute increments, speed records are provided for every day in a year (365x24x12)
- 📍 Modeling isn't applied: To enable the best possible analysis, this is an unaltered record of what was observed
- 📍 Available for passenger cars and trucks (selected coverage)

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Available in 57 countries and delivered:

- With HERE Essential Map
- CSV report on TMC or HERE Link level