STANDARDISATION AS IMPORTANT DRIVER FOR THE INDUSTRY
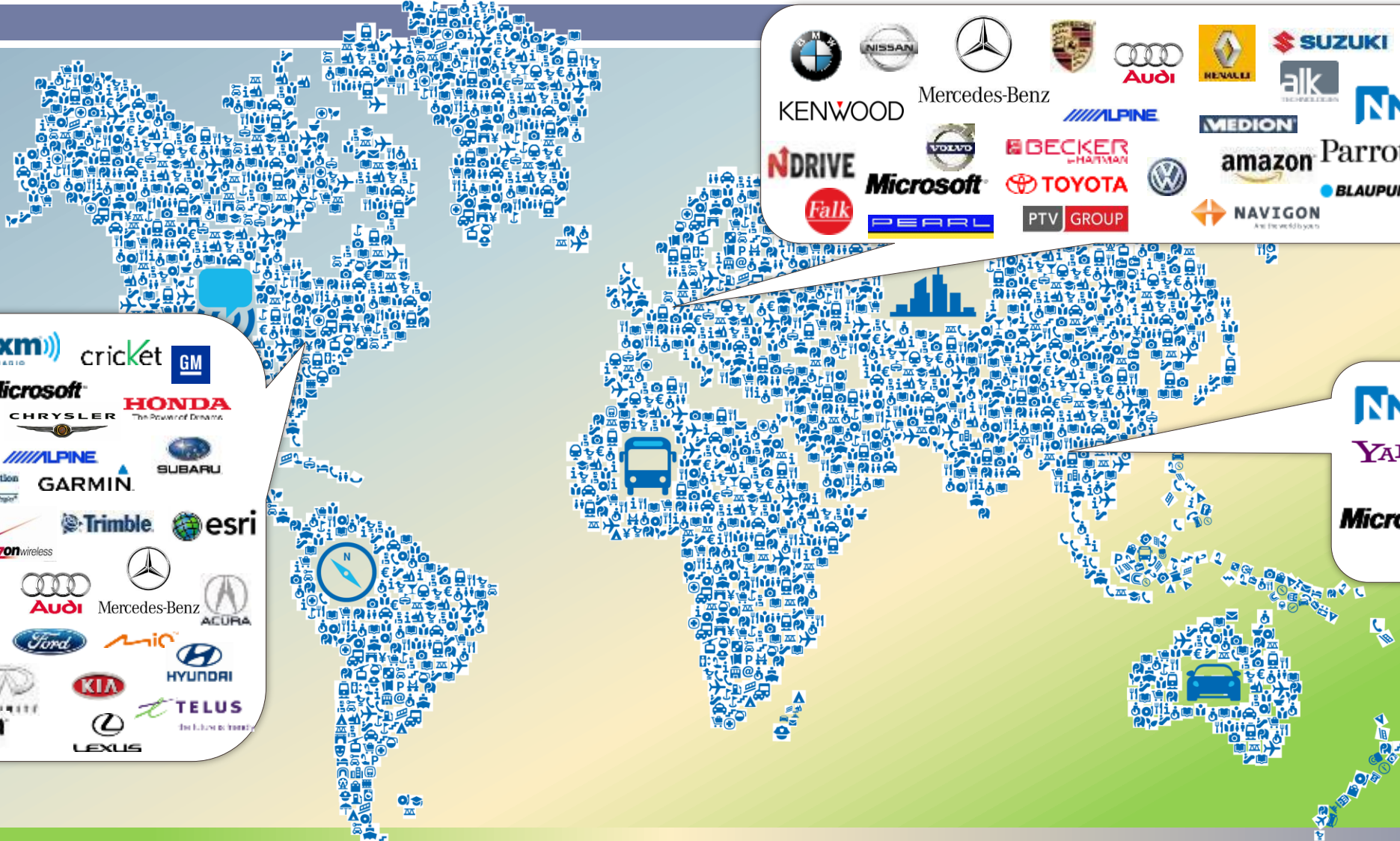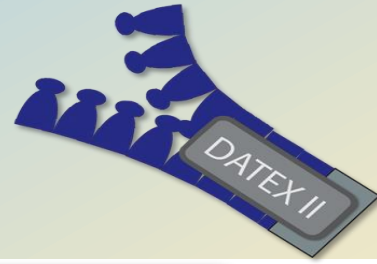
Tanja Jorzig, Manager Go-to-Market Traffic Public Sector

Over 12 Years Experience in Traffic

DATEX II

Nokia acquires NAVTEQ

Commercial launch with XM and Honda in USA

Acquisition of traffic.com

Acquisition of T-Systems Traffic in Germany

Commercial launch in India

2002	2004	2006	2007	2008	2009	2010	2011	2013

NAVTEQ demonstrated Real-Time Traffic at ITS World Congress

Launch of Historical Traffic Patterns

First commercial product launch in Europe

Commercial launch in South America

- Largest global traffic supplier, serving millions consumers in over 40 countries world wide
- Largest collector of real-time GPS probe data: with over 33 billion probe points per month
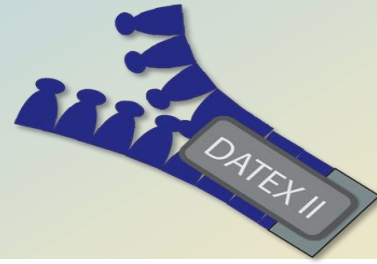- Introduction of next generation live traffic
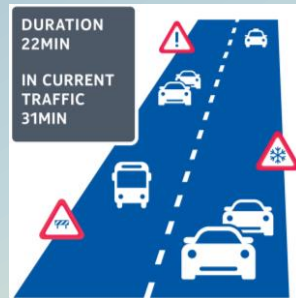
here

HERE Traffic has worldwide reach
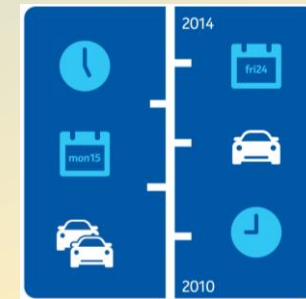
HERE Traffic Product Portfolio

Real-Time Product:
HERE Traffic

- Continuous Dynamic Traffic Information, providing up to the minute data to 42 countries - all powered by our state of the art traffic engine

  - Real-time speeds and travel times
  - Real-time incidents (accidents, construction)

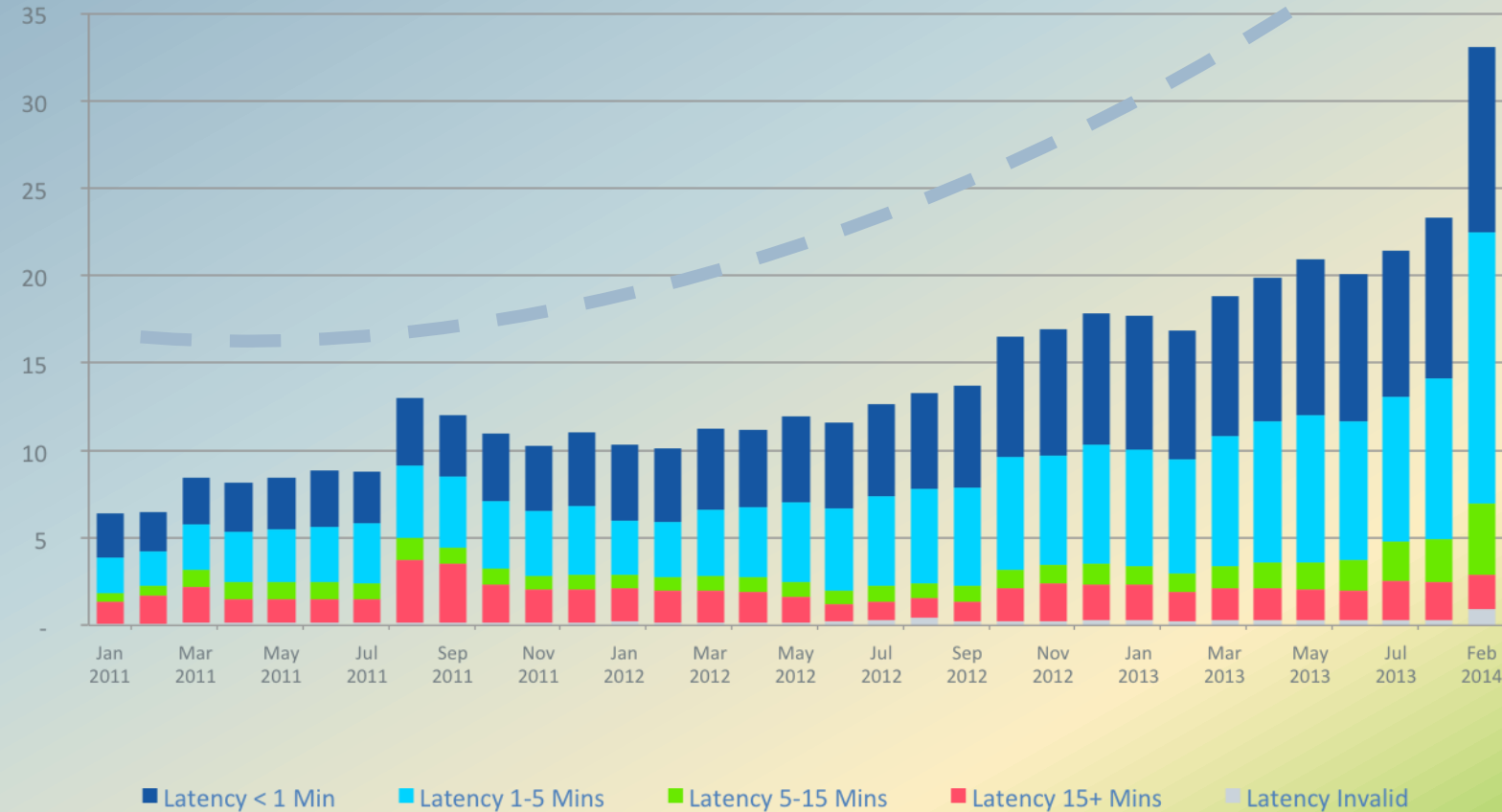## Historic Product:
HERE Traffic Patterns

- Billions of GPS probe points, averaged into patterns that takes "big data" and makes it meaningful – available for 81 countries globally

  - Typical speeds & travel times by day/time based on historical data
- Archive of incident data

Growing Probe Points

HERE Traffic is based on fresh probe data

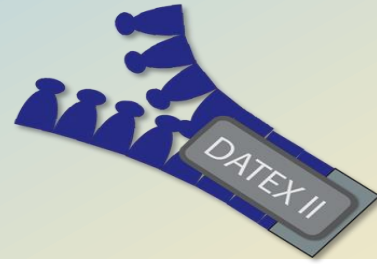**Monthly Probe Points [Billions]**
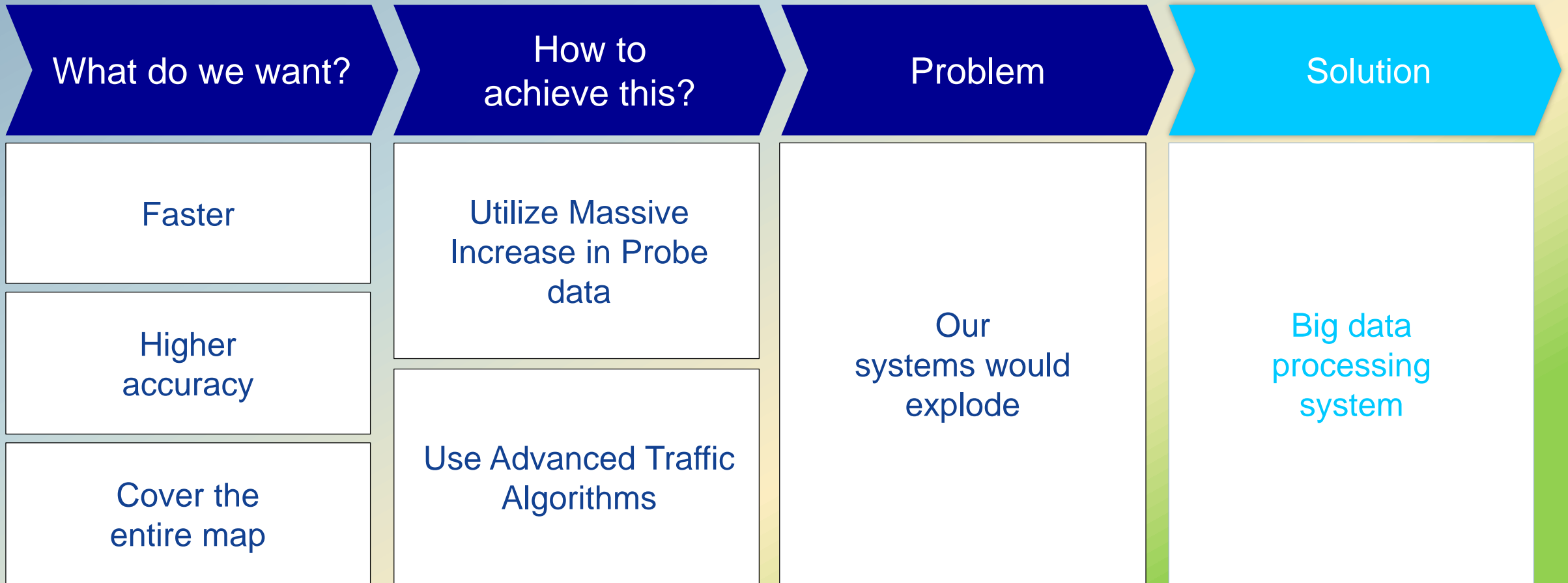

150+ Million vehicle driving hours per month

- 33 Billion probes /month
- 83% of Probes <5 min delay
- 32% of Probes <1 min delay

Legend: ■ Latency < 1 Min ■ Latency 1-5 Mins ■ Latency 5-15 Mins ■ Latency 15+ Mins ■ Latency Invalid

Getting home faster …

What do we need from traffic information?

What do we want?	How to achieve this?	Problem	Solution
Faster	Utilize Massive Increase in Probe data	Our systems would explode	Big data processing system
Higher accuracy			
Cover the entire map	Use Advanced Traffic Algorithms		

HERE Traffic Creation Process

Data inputs
- GPS-probe data
- Sensor data
- Historical data
- Journalistic data

Processing
- Advanced Traffic Computing
- Quality – Big Data – SMART Low Latency Processing

Distribution channels
- RDS-TMC
- DAB+ & HD Radio
- Satellite
- Connected (HTTP://00101011)

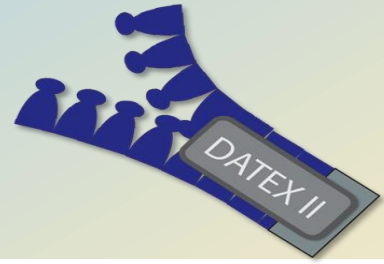**Traffic enabled devices**
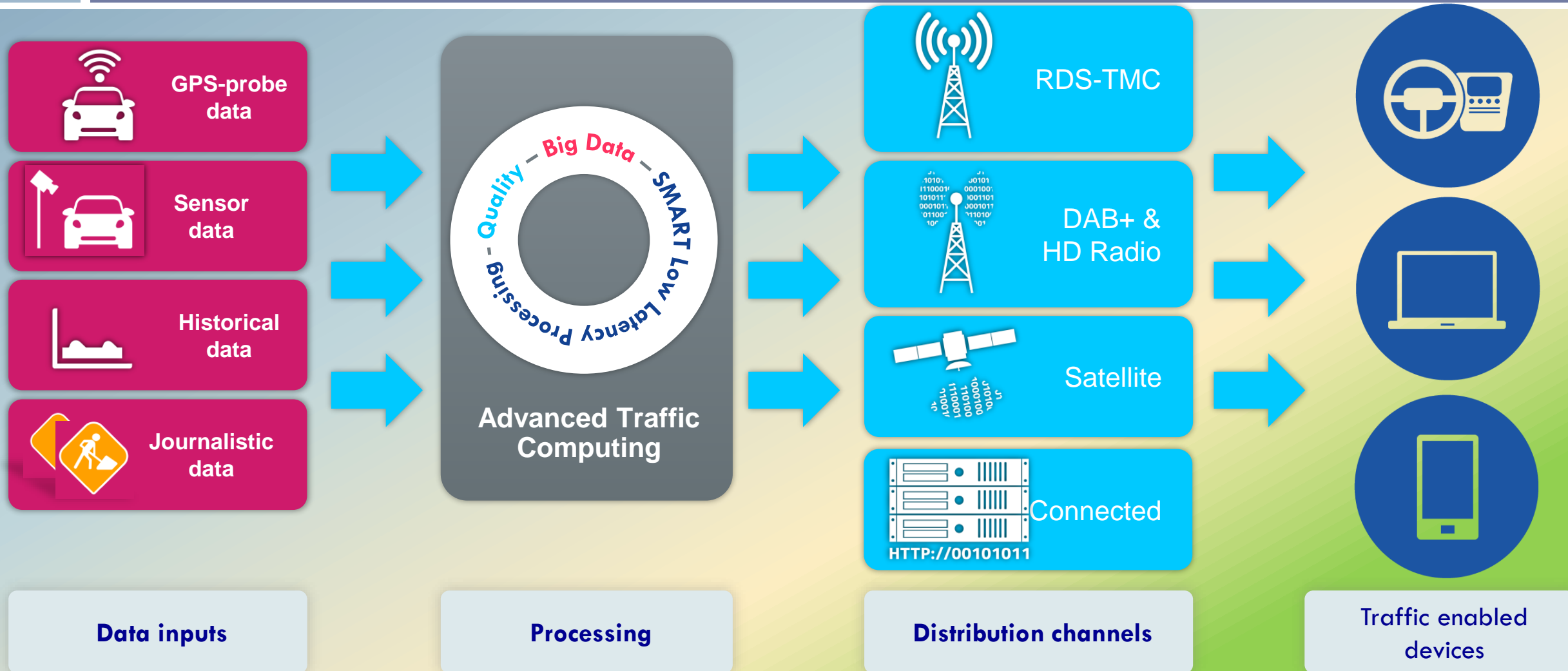
HERE - standardisation drives adoption
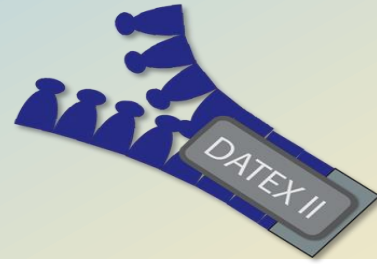
- HERE expanded the scope of data collection by adding 6 public traffic data sources in EU during 2013.

- HERE aims to establish new connections in 2014 as more public sources adopt DATEX II in EU.

HERE – engagement with the industry

- HERE supports DATEX II :
  - Standardizes data collection

- HERE supports road authorities:
  - Launch new service

Thank You!