



here

Partner innovation showcase

01

Now we can better understand the road ahead

Ford of Europe wanted to create a safer driver experience. They knew if drivers were better informed and could anticipate danger, roadway incidents would decline. So, they turned to HERE.

The Ford Puma is the first model in its segment to introduce Local Hazard Information as standard. With industry-leading location intelligence from HERE, drivers have increased visibility of roadways, weather conditions and potential dangers ahead. The sensor data is also shareable, enabling Ford to alert other vehicles of potential road hazards, too.

With Local Hazard Information powered by location technology, roadway users can enjoy enhanced safety, comfort and convenience.



02

Now we can enrich the future of automated and predictive driving

When it comes to automated and predictive driving, accurate, fresh map content is key.

Using HERE location intelligence, Elektrobit's EB robinos Predictor powers essential predictive, ADAS and automated driving functions, including traffic sign assist, curve speed warning, predictive curve light and more.

Additionally, Intelligent Speed Assistance (ISA), from HERE, Continental and Elektrobit is an in-vehicle system that helps drivers comply with speed limits, reducing collisions, deaths and emissions. ISA is an end-to-end solution that fuses camera information with up-to-date map data, enhancing the reliability and accuracy of the entire system.

Accurate mapping data enables safe solutions now and in the future.





03 Now we can reimagine in-vehicle infotainment

Original Equipment Manufacturers (OEMs) are under growing pressure to differentiate and retain design control of their in-vehicle user experience. Large, integrated human machine interface (HMI) screens displaying a fusion of maps, media and data are quickly becoming an essential component.

Through our collaboration with Unity, we set out to take the design of in-vehicle infotainment (IVI) systems to the next level. LUXIA is a standalone proof-of-concept application, developed internally at HERE, utilizing Unity's 3D game engine. Its purpose is to enhance the innovation potential of OEM design teams for interactive prototyping of next-generation embedded IVI systems.

04 Now we can improve fleet efficiency and safety

Lytx wanted to solve challenges all fleet managers share: keeping deliveries on schedule, reducing time to service and staying on top of inefficient driver behavior. Lytx and HERE came together under the belief that these goals can be achieved by managing a fleet in real-time. The Fleet Tracking Service from Lytx combines the power of video with industry-leading location technology powered by HERE.

It captures driver data and behavior, from braking and acceleration rates to cell-phone use, while considering external data, like weather, posted speed limits and road and traffic conditions. The result? Rich intelligence for instructing drivers whether it's mitigating risky behaviors – or reinforcing positive ones – and a highly accurate picture of what your fleets are facing on the road.



05

Now we can make elite GNSS capabilities more accessible

Positioning using a Global Navigation Satellite System (GNSS) is becoming more relevant and attainable for fleets, autonomous vehicles and beyond. HERE Technologies partnered with Sony Semiconductor Solutions to integrate HERE HD GNSS Positioning into Sony Semiconductor Solutions' dual-band LSI chipsets. HERE HD Positioning is a cloud streaming service that improves accuracy three to four times over regular GNSS and is available globally for mass-market devices. These sets maintain low power consumption and can locate devices with submeter-level precision.

Through increased accuracy, opportunities once limited to high-end industries, are now accessible to everyone.

→ [Learn more about GNSS uses](#)



SONY



06

Now we can create lifelike road scenarios for advanced simulations

With location technology, MathWorks is transforming the future of the automotive industry.

RoadRunner Scene Builder utilizes HERE HD Live Map road data to import and automatically synthesize 3D road models. Users can generate scenes for driving simulators and game engines and can create thousands of road model variants through customization.

With Automated Driving Toolbox, users can combine recorded real-world data with HERE map data to design and test ADAS and autonomous driving systems. For example, you can extract information about a car's path and create visualizations to verify features of a road against recorded data.





07

Now we can get businesses back on track even faster

Esri is utilizing location data to support businesses' next steps in a world recovering from COVID-19. They can better understand the pandemic's impact on their business, prioritize their response and devise a recovery plan through various location-enabled tools. Companies can create a map of their store and facility locations, and then layer in location-specific data such as confirmed coronavirus tests and emergency restrictions.

Esri's dashboards also help businesses monitor current facility status (open, partially opened or closed), employee absentee rates and more.

Whether they're assessing their risk, prioritizing their response or already recovering, location data can help businesses make well-informed decisions.

→ [Download esri whitepaper](#)

08

Now we can enrich the indoor venue map experience

In a time where we rely on virtual experiences now more than ever, indoor venue maps are bringing highly accurate representations to life. Threshold Virtual Tours offers a powerful new visual component that deepens and enriches HERE Venue Map applications. Users can visualize and interact with venues thanks to high-resolution virtual 360° "walk-through style" tours allowing for an unprecedented interactive visualization and discovery experience.

Tour office buildings, hotels, schools, hospitals, museums, government buildings, train stations, warehouses and more with updates made by Threshold or the location owner, for guaranteed freshness and accuracy.

Location information delivers next-level experiences both outdoors and in.



09

Now we can provide a more effective driver safety solution

Together with HERE, dreyev is elevating driver safety.

HERE Live Sense SDK is an AI-enabled software development kit (SDK) solution that alerts drivers of hazards and provides real-time information on road infrastructure and driving conditions. Using a device with a forward-facing camera, dreyev will rely on Live Sense SDK to inform drivers of upcoming obstacles, guidance maneuvers and changes in the environment in real-time.

Combining dreyev's driver distraction and drowsiness detection with Live Sense SDK brings a more effective driver safety solution to the market. Dreyev and Live Sense SDK are complementary capabilities that result in a holistic approach to preventing collisions and improving safety.



10

Now we can support more agile fleets

When fleet expert and mobile app creator, Eleos Technologies, wanted to elevate their user experience with easy-to-integrate location intelligence, they turned to us.

Powered by HERE location technology, Eleos Navigation offers truck-safe routing updated in real-time based on traffic and weather conditions. Its voice-guided, turn-by-turn navigation and verbal dispatch messages help curb distracted driving.

With Eleos Trip Planner, drivers enjoy greater freedom. They can plan optimal data-based routes, easily add stops along the way and see exactly where their hours of service expire, in or out of the cab.

The result? Highly crafted, efficient experiences for fleets, drivers and customers.





With location, now we can.

Discover the possibilities
with location intelligence
from HERE.

Get in touch

About HERE Technologies

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, please visit <https://here.com> and <https://360.here.com>.