

## **HERE Products and Platform**

### Add-on Content/Products:

HERE offers a variety of additional data content and products to support your geospatial needs.



### **Point Addressing:**

This data provides a point, adjusted to the road, to provide a precise address location. Enables the highest level of destination selection and “to the door” arrival accuracy. Resolves non-standard address issues in countries where non-sequential numbering is used or where address ranges do not exist.

### **Speed Limits:**

Enables applications to advise users against violation of traffic restrictions and notifies users about maximum posted speed on a road. Includes the ability to improve arrival time estimations and to allow for more options in route selection.

### **HERE Traffic:**

Delivers real time, continuously updated information about traffic conditions through dynamic content feeds (XML feed). Traffic data is aggregated and analyzed from a sophisticated mix of sources including probe data, fixed sensors, government sources, and billions of historical traffic records, to accurately reflect real-world road conditions.

### **Traffic Patterns:**

Includes average historical speed values for a typical day on both highways and arterial roads. The data is created using billions of GPS probe points from multiple years, which is aggregated, verified, and then geo-referenced to TMC Codes or Link IDs in the HERE Map Data. Traffic Patterns provide the foundation for more accurate drive time estimates and alternate route features for logistics and navigation products.

### **Census Boundaries:**

Boundaries for selected geographic areas within a country that are defined by the country’s office census authority. Census Boundaries enable Census FIPS codes to be used to join demographic data from secondary providers, and then used for geomarketing and site selection applications.

### **Trucks:**

Enables customers to develop a wide range of solutions to support the transportation and logistics industry for both truck management and the driver. Enables sophisticated truck navigation as well as routing and dispatch optimization. Data features: legal restrictions, environmental zones, hazmat, warnings, physical restrictions, truck POIs, distance markers, and loading dock locations:

- **Legal restrictions** – contains detailed information on exact areas or roads where certain legal restrictions apply.
- **Environmental Zones** – includes information on areas where access restrictions apply to certain vehicles or trucks due to environmental reasons.
- **Hazmat** – includes information on areas or roads where transport of hazardous materials is prohibited.
- **Warnings** – includes detailed information on the exact location and sign warning of certain road conditions that apply to trucks.
- **Physical Restrictions** – includes information on areas where access restrictions apply to certain vehicles or trucks due to physical dimensions.
- **Truck POIs** – contains information about fuel stations for trucks, including lower emission fuels and additives, as well as valuable and practical information about special truck facilities.
- **Distance Markers** – includes detailed information on the exact location and sign number of road distance indicators.
- **Loading Dock Locations** – contains the actual location of loading and unloading docks at buildings, truck entrance locations, and associated geometry.

**Signs, Signals & Warnings:**

Collection of road regulations or situations that require special attention. Enables applications to notify drivers of upcoming locations with special conditions. It can also be used to improve route calculations or to avoid high accident areas.