

HERE Switzerland

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The word "here" is written in a large, white, lowercase, sans-serif font, tilted diagonally upwards from left to right. It is positioned on the right side of the slide, overlapping the dark blue background.

HERE has a map heritage that spans three decades

Industry Firsts

- Map in an in-car GPS EU (1994)
- Map in an online map portal (1995)
- Map in an in-car GPS NA (1996)
- Real-time traffic for in-car NA (2004)
- Map on a mobile phone (2004)
- Digital map to cover all six continents (2005)

Acquisitions

NAVTEQ
NOKIA
gateu[™]
MAP24[™]
earthmīne[™]
OI » bit-side
MetaCarta.
plum

New Brand

here

here

HERE Global Offering

Automobile

Web

Mobile

Enterprise

Content

Platform

Apps
Across
Multiple
Screens



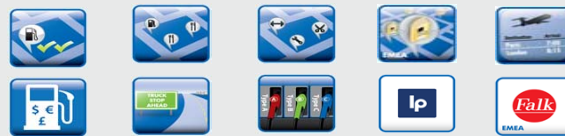
Content Portfolio: EMEA

Navigation (Drive & Walk)



- Speed Limits
- Toll Cost
- Basic Height
- Extended Lanes and Lane Markings
- Natural Guidance™
- Safety Cameras
- Voice Phonetic Transcriptions
- Transit and Pedestrian Content (TaP)
- Venues
- Off-Road™
- Environmental Zones
- Signs, Signals and Warnings

Point of Interest



- Fuel Types (w/ EV)
- Fuel Prices
- Parking Preview
- Air Travel Status
- Falk Marco Polo Interactive Guided Tours
- Falk Marco Polo Interactive Travel Guide
- Lonely Planet for NAVTEQ: Travel Guide
- Core POI
- Supplemental Listings
- Extended Listings
- Truck POI
- Yellow Pages

Visuals



- 2D Signs
- 3D Junctions
- 2D Junctions
- 2D Generalized Junctions/Signs
- Advanced 3D City Models
- Basic 3D City Models
- 2D/3D Landmarks
- Digital Terrain Model
- Enhanced Elevation Contours

ADAS



- Enhanced Geometry
- Enhanced Height and Slope
- Enhanced Curvature

Traffic



- HERE Traffic
- Traffic Patterns™
- TMC Location Codes
- TMC Areas

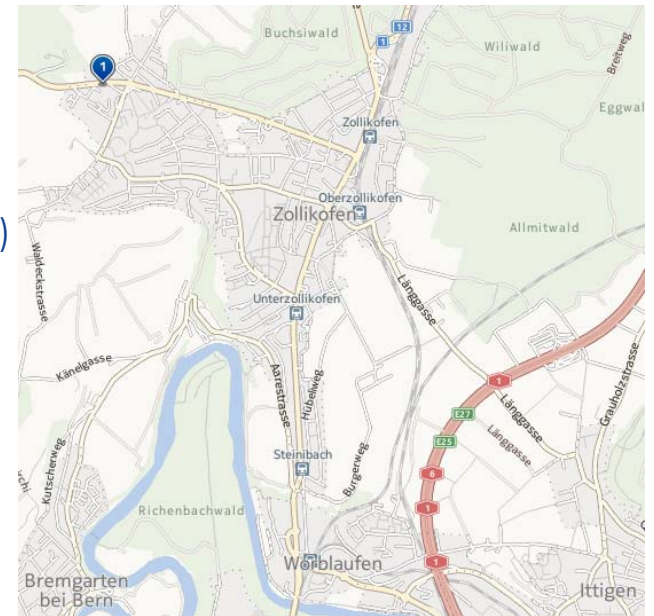
Address & Enterprise



- Trucks™
- Point Addressing
- Actual Address Range
- Postal Code Points
- Postal Code Boundaries

HERE Switzerland – Facts & Figures

- HERE office Switzerland in Bern - Zollikofen
- EGT (European Geographic Technologies – predecessor of NAVTEQ/HERE) started operations in 1996
- Currently 7 employees focused on
 - Data collection, data maintenance, map coding, sourcing
 - Technical development of in-vehicle collection systems (e.g. HERE TRUE)



HERE Switzerland – Facts & Figures

The Swiss map database covers (incl. Liechtenstein and Campione d'Italia):

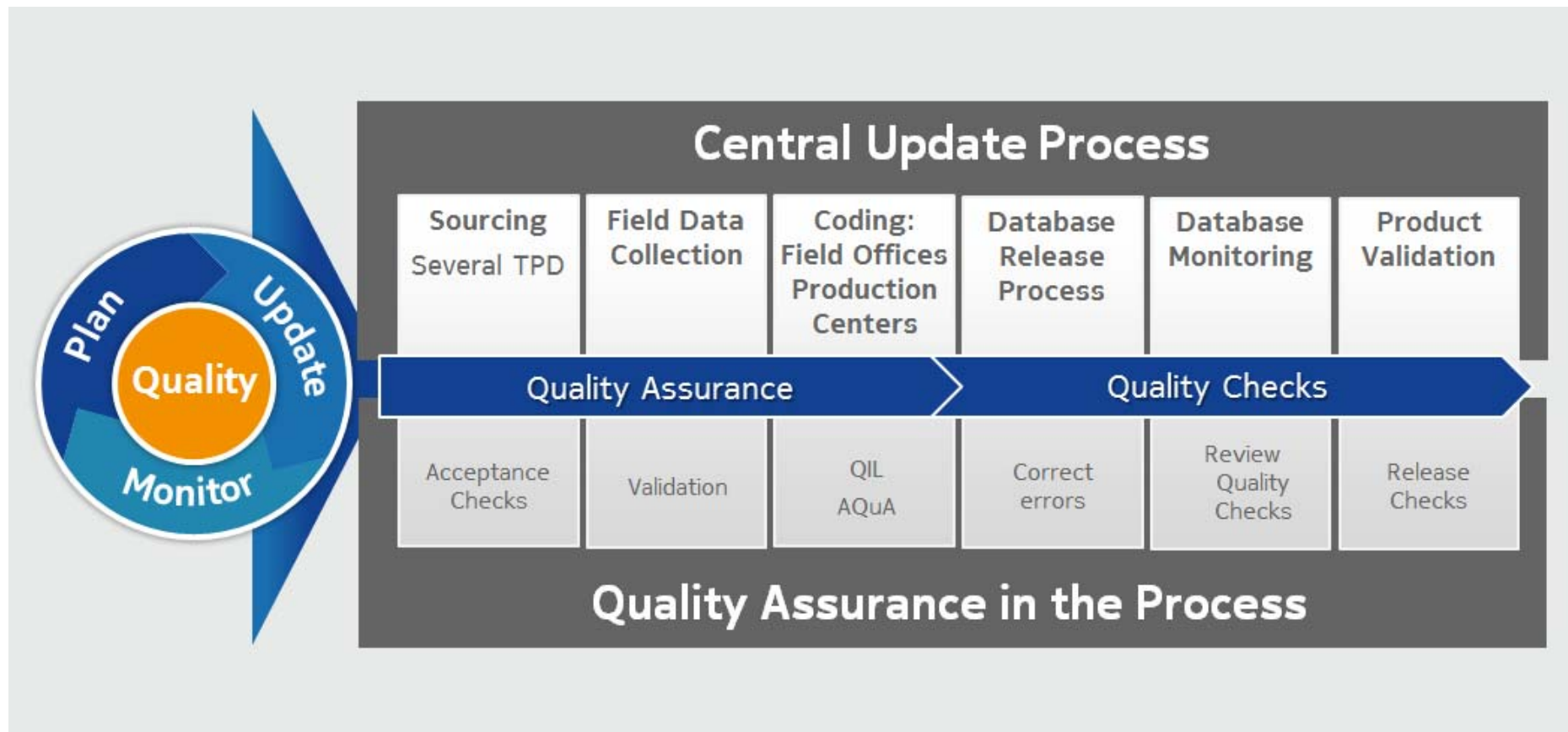
- in general up to 200 different map attributes per individual road segment
- more than 127,000 km of road network in 5 different road network levels (functional classes)
- more than 107,000 Point of Interest
- more than 1.6M single address points
- Enhanced pedestrian and public transport routing in 4 cities (Basel, Bern, Geneva, Zurich)
- 3D City Models for the central area of 5 cities (Bern, Geneva, Lausanne, Luzern, Zurich)
- „Natural Guidance“ routing option – „turn left at the church“ instead of „turn left in 400m“ – in 5 cities (Basel, Bern, Geneva, Lausanne, Zurich)
- Detailed speed limit information, traffic signs, traffic lights and truck specific restriction on all major roads (functional classes 1-4)
- Building footprint of major historical and administrative buildings
- Cartographic coverage: rivers and lakes, woodlands, parks, cemeteries, industrial areas, et al.

History – Initial Data Collection

- Detailed collection of navigationally significant attributes and road segments:
 - Initial data basis: swisstopo data and digitized aerial imagery
 - Plot based data collection (until year 2000)
 - Vehicle based DGPS collection (since year 2000)
 - Multi-Camera equipped vehicles (today)

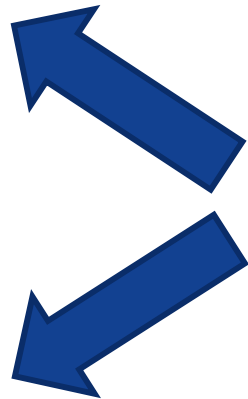


Map Maintenance – General Updating Process



Maintenance – Data Collection and Third Party Data

- Vehicle based data collection:
 - Systematic drives on primary and major roads
 - Targeted spot drives were required
- Information sources:
 - Internet, Newsletter
 - Regional/local newspaper
 - City maps
 - Contact network
- Third Party Data:
 - Geometry updates
 - Addresses
 - Aerial imagery
 - Cartographic features
 - Points of Interest



Local authorities and governmental bodies
Non-commercial source suppliers
Commercial source suppliers
Open Data Platforms
Communities / Crowd Sourcing

Open Data Usage

- Use cases range from high level country-wide data down to local and very detailed datasets:
 - Cartographic features (water features, woodlands, etc.)
 - Road geometry and names
 - Point features like addresses and Points of Interest
 - Public Transport line and stop data
 - API's to access dynamic data
- Using open government data helps us to guarantee fresh, up-to-date, and reliable information of high quality that is easily accessible
- With implementing open data into our maps we are able to distribute local data to a worldwide community of users and consumers in a consistent way.
- Restrictions in using open data – mainly depending on the license type, for example:
 - ‚Share alike‘ licenses – data cannot be used and implemented as we would not be able to use the data commercially
 - Non-commercial or internal use only – like above
 - Licenses are not providing perpetual and worldwide rights
 - Licenses are not providing rights to modify, change, manipulate, adapt or integrate the data in our existing map database.