

HERE Probe Data

Better understand the movement of people and vehicles

HERE Probe Data is a location enrichment service that enhances the understanding of how people and vehicles move. It helps mobility and logistics providers, automobile organizations and agencies tasked with public safety by supplying archived, real-time and near real-time location data. Using existing data collection methods, the service provides anonymized current and historical samples of movement information as a pool of data that is accessible via a subscription service.



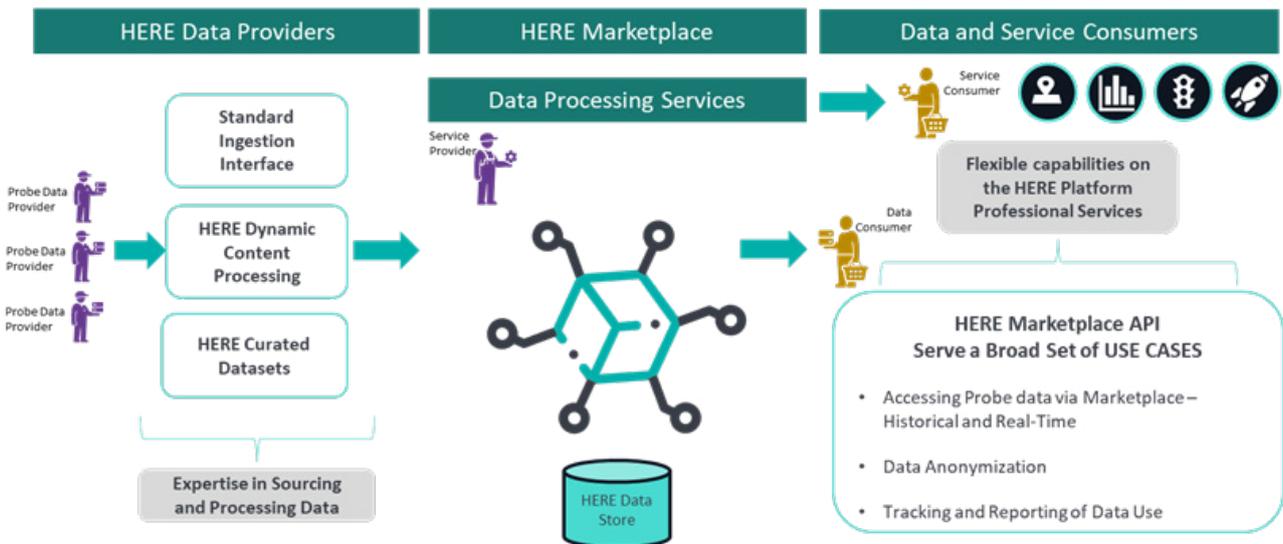
HERE Probe Data has numerous real-world applications. It can enable businesses and national, regional and city authorities to analyze and optimize traffic signal timing. The service can also accurately map and analyze congestion, as well as model seasonal and historical traffic speeds and volumes to help traffic flow optimization and city planning. It can provide up to two years' worth of historical information.

HERE Probe Data also enables the study of route patterns and point traffic analysis. It supports drivetime area calculations and can be used to enhance IVI and ADAS systems for greater in-car comfort, awareness and safety. HERE Probe Data also enables organizations to gain a clearer picture of potential public safety improvements through enhanced road risk modeling, air quality measurement and smart street lighting.

How does it work?

HERE Probe Data sources data from connected and commercial vehicles, telematics and navigation systems, along with smartphones and other mobility services. Historical data comes in CSV format, while real-time data is available through an API in the HERE Marketplace. The data can be combined with other datasets, processed on-the-fly, on-demand and at scale.

HERE Probe Data includes Anonymous IDs to assure privacy when using samples from a single vehicle. These trajectory IDs are automatically split into segments of limited duration to further ensure privacy. This prevents linking to actual people, or representation of trip origins and destinations. HERE Probe Data also includes timestamp, position, heading and speed data.



Differentiators

Global coverage

With data offered for 33 countries at launch, the service is able to support ambitious international projects.

Anonymity

Ensures the privacy of data suppliers and customers with anonymity secured through the design of the enrichment service.

Highly detailed

Enables projects requiring lots of detail or large samples of vehicle movement, with high granularity used in road-oriented models.

Potential savings

Costs could be reduced through lower overall investment as organizations do not have to own or maintain hardware.

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, including our new generation of cloud-based location platform services, visit 360.here.com and www.here.com.

Want to talk? We do, too. [Get in touch here.](#)

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