

HERE Platform for Business

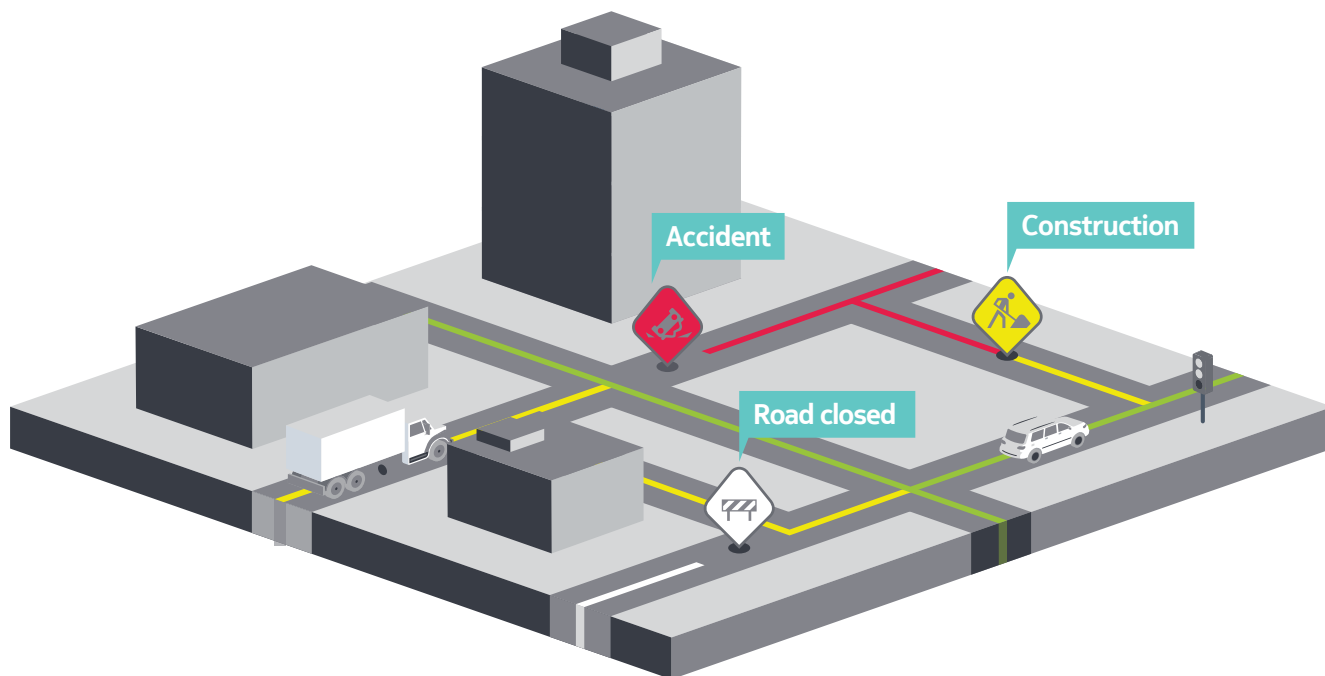
Traffic

Accessing the world's most comprehensive source of traffic information

Broadest real-time traffic flow and incidents coverage

Largest repository of historical speed patterns

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The Traffic component, part of the **HERE Platform for Business**, provides flow and incident data to help create safer and more efficient trips. Modeled from multiple sources, including probe data, roadway sensors and public safety channels, Traffic offers the broadest coverage on the most accurate maps. Our Traffic services are deployed in multiple data centers distributed around the world to allow for high availability and low latency.

HERE Traffic services provide current traffic flow conditions with speed values, as well as historical speed patterns for improved ETAs and more efficient planned routes. Incident data such as accidents, stalled vehicles and road construction enhances the local knowledge while providing additional insights into current road conditions.

Traffic tiles

Real-time flow

- Color-coded flow with green, yellow, red and black
- 3-minute update interval

Historical speed patterns

- Average speed information for any time of the day, any day of the week
- Color-coded flow with green, yellow, red or black

Incidents layer

- Location and event information
- Map markers per type of incidents
(e.g. accidents, construction, congestion, road closure)

Traffic flow data

- Real-time flow data in XML or JSON format
- Includes speed and congestion information

Traffic flow availability

- Traffic flow coverage available through service
- Traffic flow information for specified areas

Only the **HERE Platform for Business** delivers powerful, flexible and global location cloud services built on enterprise-grade map data. Discover how HERE can help your business run smarter, faster and more efficiently. Today, leading enterprise organizations around the world use the **HERE Platform** in hundreds of customer applications and support core business processes such as fleet management, telematics, geomarketing, business intelligence, field force optimization and more.