

HERE Real-Time Traffic

Improve the efficiency of road travel: for yourself, your drivers and road network planning

HERE Real-Time Traffic is a dynamic service that delivers up-to-the-minute information about traffic conditions. It answers such questions as: how fast is the traffic moving? Are there any delays at the moment? How long will a route take? How safe is the traffic?

HERE Real-Time Traffic provides two types of information:

- → Flow data speeds and congestion levels on the roadways, including predictive speeds
- → Incident data including road closures, roadworks, collisions, broken-down vehicles and more.

The service comes in three options: Standard Traffic, Advanced Traffic, Premier Traffic.

Applicable industries:

Tech, media, telco

Automotive



Public sector

Transport & logistics



Want to talk? We do, too. Get in touch here.

Product features

	Standard Traffic	Advanced Traffic	Premier Traffic
Flow data			
Incident data			
Reversible lanes coverage			
Traffic safety warnings		~	
Lane closures			
Split lane-level coverage			
High-occupancy vehicle (HOV) coverage			-
Arterial turn lanes coverage			-
Deep coverage, 200+ cities			
Dangerous slowdown detection, in 2022			
Prediction for +4 hours into the future			

Product use cases

Use cases Connected Infrastructure Fleet Tech, media, & automated management planning & telco driving public safety & supply chain Trip planning and route optimization for drivers who want to drive the most effective and efficient route, and get to their destination on time. Safe driving - by knowing what is coming on the road ahead, drivers can prepare for changing conditions. Driver analytics, behavioural analysis, incident analysis the service enables customers to analyse driving behaviour for driver job analysis, insurance premium calculation and compliance management. Road network planning - the service enables road authorities to increase the capacity of road networks and optimize them.

About HERE

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.



Multiple data formats:

Client Connected: TPEG Server Connected: Traffic ML, DATEX II Broadcast & Hybrid: HD+, DAB, RDS Traffic API, Vector Tile, Raster tile: Rest API Platform layer



Coverage

75 countries in Americas, Asia-Pacific, Europe, Middle East & Africa



Based on 160+ data sources:

Connected vehicles, Telematics, Mobile apps, Personal navigation devices, Governmental sources

Applicable markets