

# 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, such as how fast the traffic is moving and how long the drive will take, as well as any safety concerns and delays. It also continuously evaluates changing road situations so navigation, advanced driver assistance systems (ADAS) and mobility systems can adapt instantly and keep users informed.

HERE Real-Time Traffic provides two types of information:

- **Flow data** – speeds and congestion levels on the roadways, including predictive speeds that help how conditions will evolve
- **Incident data** – including road closures, roadworks, collisions, broken-down vehicles and more.

The service comes in three options: standard traffic, advanced traffic and premier traffic, each offering increased depth and data richness to match different customer needs.



### Superior multi-source incident intelligence

Fuses 100+ incident providers with OEM sensor signals and TGO validation, delivering faster, more accurate detection.



### Deep coverage 2.0

Next generation coverage delivering precise flow on all road classes, including arterial and rural roads. Powered by over 160 auto-grade probe sources.



### Predictive traffic

High-quality forecasts blending real-time, historical and contextual factors to optimize routing and anticipate future congestion better than competitors.

# Benefits

- **Up-to-the-minute** traffic insights for safer, smarter decisions
- **Broad, high-quality coverage** across all major road classes
- **Reliable predictions** that improve routing and travel times
- **Fast and easy integration** through relevant formats for Navigation and mobility systems

# Features

	Standard	Advanced	Premier
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 1.0 and 2.0		●	●
Prediction for +4 hours in the future			●



## Delivery

Client connected: TPEG  
Server connected: Traffic ML, Protobuf  
Broadcast and hybrid: HD+, RDS  
Traffic API, Vector Tile, Raster tile: Rest API



## Coverage

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



## Industry use cases

- Automotive
- Tech, media, Telco
- Public sector
- Transport and logistics

## About HERE Technologies

HERE is the global leader in mapping and location technology. For over 40 years, we've been powering innovation for the world's most recognizable companies: from launching our first digital map in 1985, to shaping the future of software-defined vehicles today. With the industry's freshest and richest unified map and a portfolio of products, services and solutions that serve the needs of multiple industries, HERE reveals opportunities that drive progress and unlock new possibilities for every moving vehicle. Discover more at [here.com](https://here.com).

## Disclaimer

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