



# HERE Probe Data

## Insights into the movement of people and vehicles

HERE Probe Data is an advanced location enrichment service designed to deepen the understanding of how people and vehicles move.

Tailored for mobility and logistic providers, automotive organizations and public safety agencies, this service supplies archived, real-time and near-real-time location data. HERE Probe Data leverages existing data collection methods to deliver anonymized current and historical movement information through a subscription-based service.

For customers seeking to develop scalable solutions without the complexity and investment of diverse sourcing, HERE Probe Data offers an unparalleled solution. It delivers extensive, aggregated and curated samples of people and vehicle movement allowing customers to efficiently process data on demand and at scale as well as facilitate the testing and implementation of various road-oriented models.



### Key industry use cases

#### → Public sector:

Optimize traffic signal timing and congestion analysis; support decision-making processes and public safety measures.

#### → Automotive:

Improve Advanced Driver Assistance Systems (ADAS), Autonomous Driving (AD) and In-Vehicle Infotainment (IVI) systems.

#### → Technology:

Support infrastructure planning and optimization efforts.



### Unlock insights globally

120+ probe providers contribute to our aggregated, curated and highly detailed global dataset. Anonymized for privacy, it offers historical and near-real-time insights.



### Diverse sector support

From automotive to tech to public sector, our service offers versatile support for ambitious international projects.



### Decade-long expertise

Backed by over 10 years of market knowledge, we understand the needs, requirements and scarcity in specific markets.

# Product features

## HERE Probe Data includes:

- Anonymous trajectory ID linking samples from a single vehicle
- Sample dates
- Precise latitude and longitude coordinates
- Vehicle heading
- Speed data



### Data format

Available in Protobuf via Marketplace



### Coverage

Global



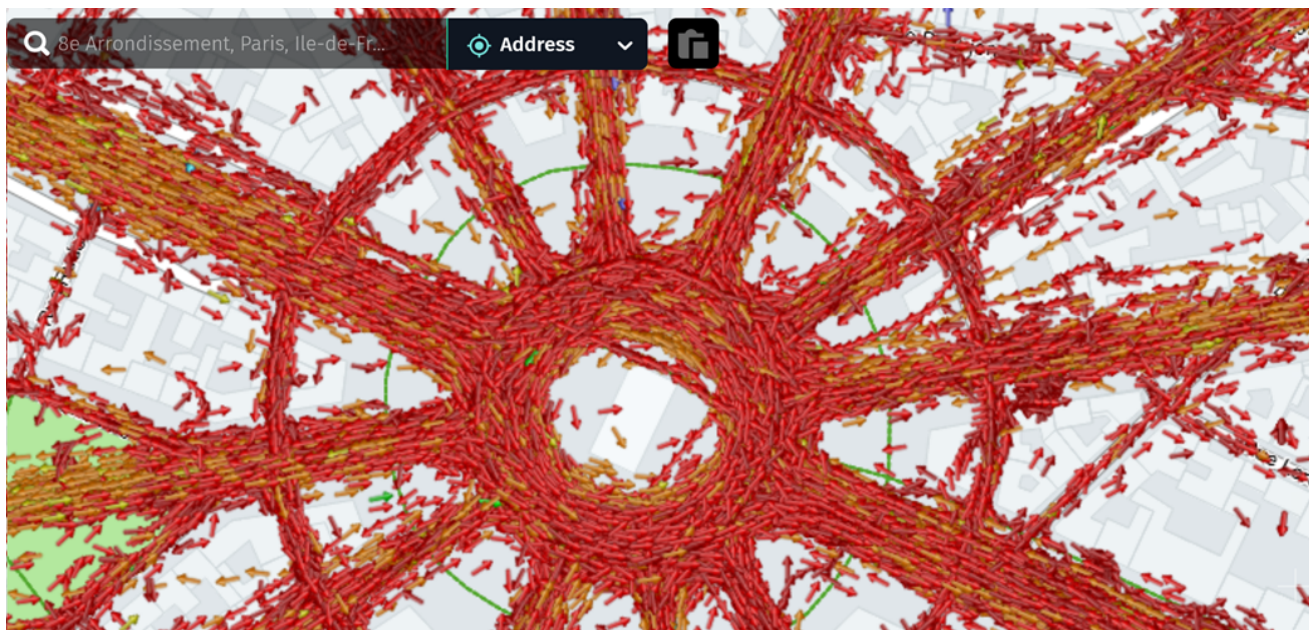
### Historical data

Extends up to two years



### Near-real-time data

Not older than 12 hours and up to 20 minutes latency



## About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at [here.com](https://here.com).

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

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