



# Location technology from HERE is at the heart of the Audi A8's groundbreaking new guidance system

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Frankfurt Motor Show / IAA – Audi has worked with HERE Technologies to make every single drive in the new Audi A8 more convenient, more efficient and safer for the car's occupants.

Now in its fifth generation, the Audi A8 integrates an array of advanced navigation and location technology from HERE to provide guidance that is deeply personal and useful throughout the day.



## **The journey starts through the dedicated companion app**

The guidance experience begins before you even enter the car. With the smartphone and web companion applications, pre-trip planning means journeys and routes are synchronized from the device to the car before the driver sets out. The smartphone app gives you first mile guidance to the parked vehicle, as well as last mile guidance to your final destination.

## **Beautiful maps across all screens**

Inside the car, the new-generation MMI navigation system augments the interior of the Audi A8 by feeding the car's cluster, head unit and rear screens with urban and terrain maps beautifully-rendered in 3D. The maps have been carefully designed to convey



important information with the right level of reduction. For example, important visual cues such as landmarks are easily recognizable, without being distracting.

The experience is accessible across multiple screens, allowing all of the car's occupants to interact with the map, search for places and set destinations.

### **Predictive and personal guidance**

The MMI navigation system learns, commutes, and helps drivers take the optimal route to work, based on current road conditions and live information about potential hazards on the road. It will even help find parking. As the car approaches its destination, the system displays nearby parking recommendations.

An innovative new feature is the ability to adjust a route simply by dragging it with a finger. Once on the move, if the driver or passenger has a sudden change of mind or something unexpected happens on their chosen route, they can touch the map to tell the car to avoid the road ahead of the car. The system immediately finds an alternative route in the vicinity.

### **Advanced mapping the driver, and the car's computer, can rely on**

As the Audi A8 drives, it compiles a model of the road using predictive road data for several kilometers ahead, effectively enabling the car to 'see' beyond the reach of its sensors. This model of the road, generated by [Electronic Horizon software from HERE](#), consists of two types of information: the first is detailed information about the road, including lane configurations and geometry; the second is dynamic data, such as traffic, potential hazards and speed limits. HERE Electronic Horizon translates this information into actionable data for the car's ADAS applications, such as adaptive cruise control and traffic sign recognition, to further enhance their performance.

HERE Electronic Horizon draws on standard definition ADAS map data from HERE, with the ability to ingest dynamic information from any data source, including third parties. It is also 'HD-ready', capable of using high definition map data, and compatible with HERE HD Live Map, HERE's highly advanced cloud service for autonomous cars. In future, Audi could switch on HD Live Map to further assist the models with automated driving capabilities.

The Audi navigation system also offers highly accurate lane assistance on all roads. Even on a roundabout, the car tells the driver in which lane to be as the car enters, circles and exits the roundabout.

Finally, the on-board map stays fresh by receiving automatic updates via the cloud every three months.

The advanced navigation and location technology HERE has brought to the Audi A8 is also planned to feature in future Audi models as well as in selected vehicles offered by additional brands in the VW Group.

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**About HERE Technologies**

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise 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 <http://360.here.com> and [www.here.com](http://www.here.com)