

HERE Map Data and Automotive Services

HERE Personal Recommendations

Combining the world's best content, analytics and machine learning to deliver personalized information at the right time

Personalized

Learning driver's preferences and frequent commutes

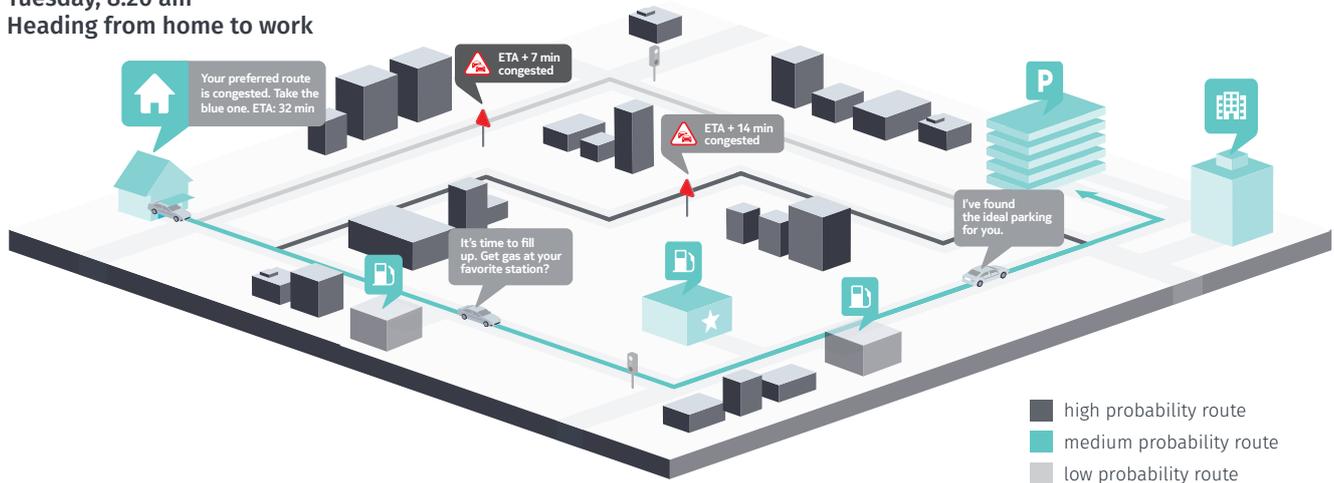
Intelligent

Relying on vehicle sensor data analytics

Robust

Leveraging field-verified and accurately map-matched content

Tuesday, 8:20 am
Heading from home to work



HERE Personal Recommendations have been rigorously designed with one idea in mind: Increasing the simplicity of decisions made while driving. Rather than requiring the driver to manually select one fuel station or off-street parking facility out of many, or requiring them to check traffic conditions on a common route, the services proactively display personalized information to the driver at the right moment of time. The foundation of these services are HERE Traffic content, as well as HERE Fuel and HERE Parking APIs. Fusing traffic and POI content with vehicle sensor data in real-time enables the application to make intelligent suggestions. Over time the services learn driver preferences and frequent commutes, and leverage the learned patterns to deliver not only intelligent, but also personalized, contextual and timely recommendations about where to fill up, park or which route to take.

HERE Departure Alert

HERE Departure Alert is a RESTful API enabling personalized traffic service which proactively shows traffic situation on driver's common routes. The service learns the driver's travel patterns such as destinations, routes, based on time and location and combines this information with HERE Real-time Traffic to aid in the driver's decision-making process at the start of a trip. For a given point in time and corresponding location, HERE Departure Alert predicts the most likely destinations and routes for the driver and shows traffic along these routes with respective ETAs. Having this useful information for their daily commutes at hand, drivers can react to the situation on roads accordingly and reach their destination in a more efficient and faster way.

HERE Personal Fuel Recommendations

HERE Personal Fuel Recommendations is a RESTful API providing recommendations about where and when to fill up the car. On average after 4-5 fill-ups, cloud-based learning creates user profiles with records of preferences regarding:

- **Comfort zone:** how far the driver typically travels before refueling, e.g. 120km to 80km before running out of fuel
- **Price:** driver's sensitivity to fuel pricing
- **Detour:** distance and time required for the driver to get to a recommended fuel stop
- **Brand:** learned brand preference favored by the driver

The combination of all of these inputs enables the navigation application to filter out fuel stations in the area and show only a few but relevant options to the driver at the most relevant time.

HERE Personal Parking Recommendations

HERE Personal Parking Recommendations is a RESTful API providing off-street parking facility recommendations when the vehicle is within 1 km or less of the destination or around the driver's location when the destination is not entered. After several parking instances, the system identifies driver preferences regarding price and preferred walking distance to destination, and can return even more relevant options to drivers when they seek a parking space.

Automotive Portfolio

HERE Automotive offers a wide range of products and services to enable smart guidance experiences and to make cars more intelligent. We combine highly accurate and fresh location analytics with leading software technology that takes into account personal preferences and driving habits to make driving easier and safer.