

Florida Transportation Data Symposium 2015

Operations and Engineering

Civil/Integrated Management

HERE Reality Lens

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A large, white, lowercase 'here' logo is positioned on the right side of the slide. The text is slanted upwards from left to right. The 'h' is a simple vertical bar, the 'e' has a rounded top, and the 'r' and 'e' are connected at the top.

Transportation data company with **global reach**

Employs **6,000 people** in 55 countries



Produces maps for nearly **200 countries**, real-time traffic in **44 countries**



Enables **four out of five** in-car nav systems in North America and Europe

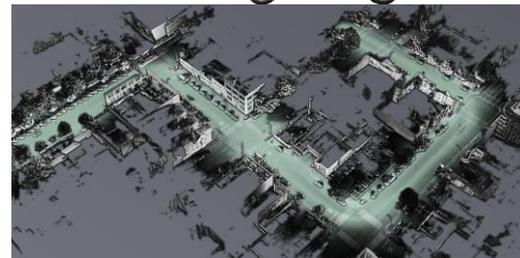
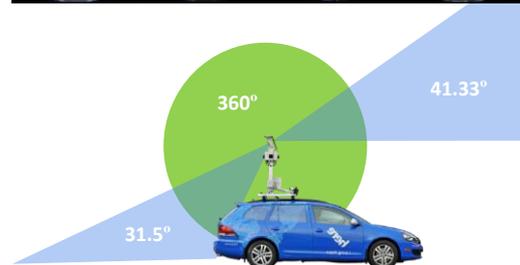
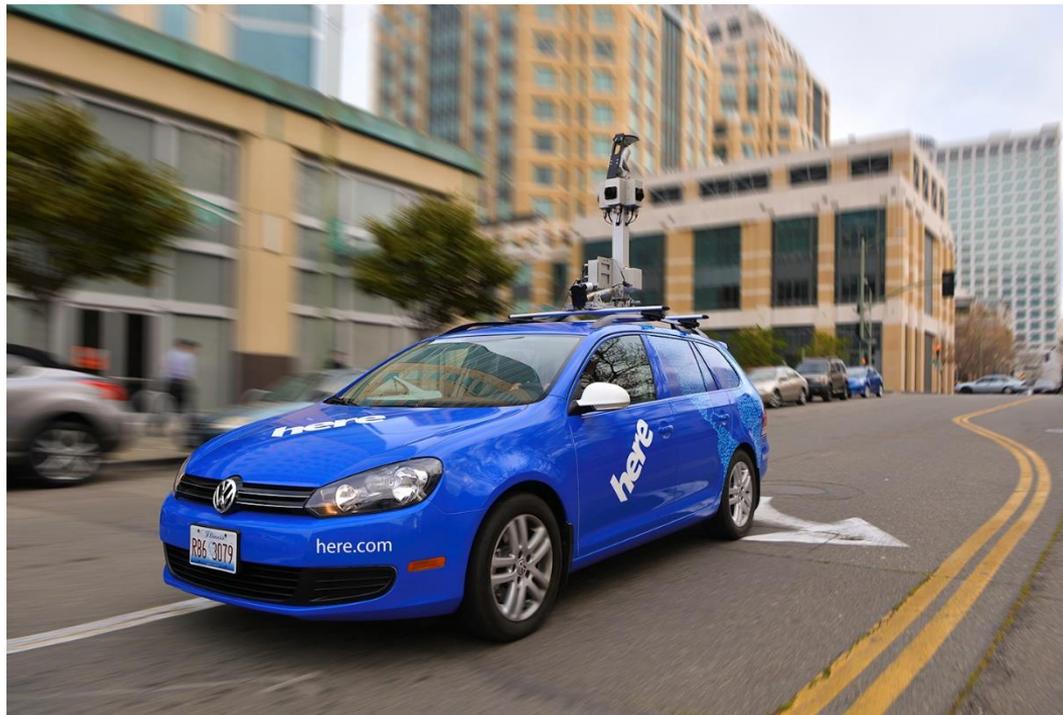


Enables mobile, web, and enterprise solutions for **global industry leaders**



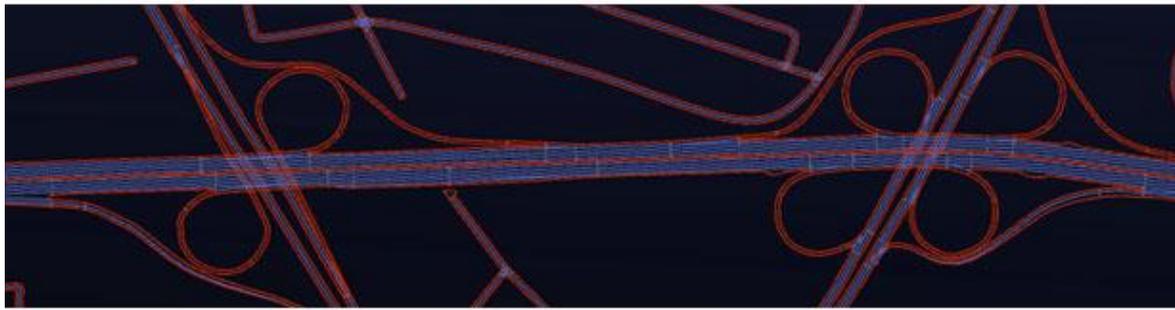
Multi-modal data and traveler applications for driving, public transit, pedestrian

Leveraging HERE True System technology



HERE leads the way in delivering technology and products to enable the highly automated vehicle

- HD Map
- Live Roads
- Humanized Driving



Immersed in a place without physically being there:



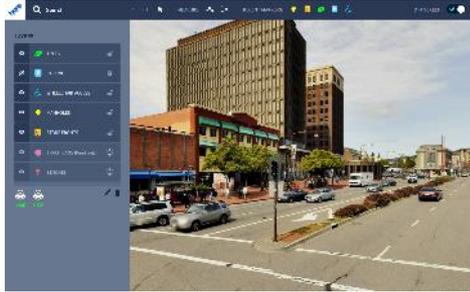
Reality Lens for ArcGIS Online

Put Your Maps to Work
with ArcGIS, the Mapping Platform for Your Organization

Try ArcGIS | What is ArcGIS?

ArcGIS connects maps, apps, data, and people so you can make smarter, faster decisions. It gives everyone in your organization the ability to discover, use, make, and share maps from any device, anywhere, anytime.

HERE Reality Lens software



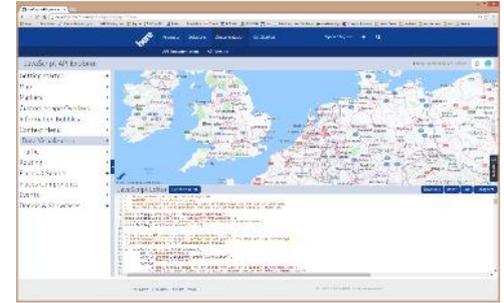
Reality Lens Application

Browser-based application for simple and advanced mapping workflow



Reality Lens GIS Integration

Applications and Plug-Ins for leading third-party GIS software and services



Reality Lens APIs

Developer tools for building custom web and desktop applications

Reality Lens Availability

- Over 300 vehicles currently collecting data
- Several Florida cities coming online in September
- Government focused pilot program started
- Official service available early 2016

Questions?

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