

Connected Vehicle Data

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Chief Scientist
HERE



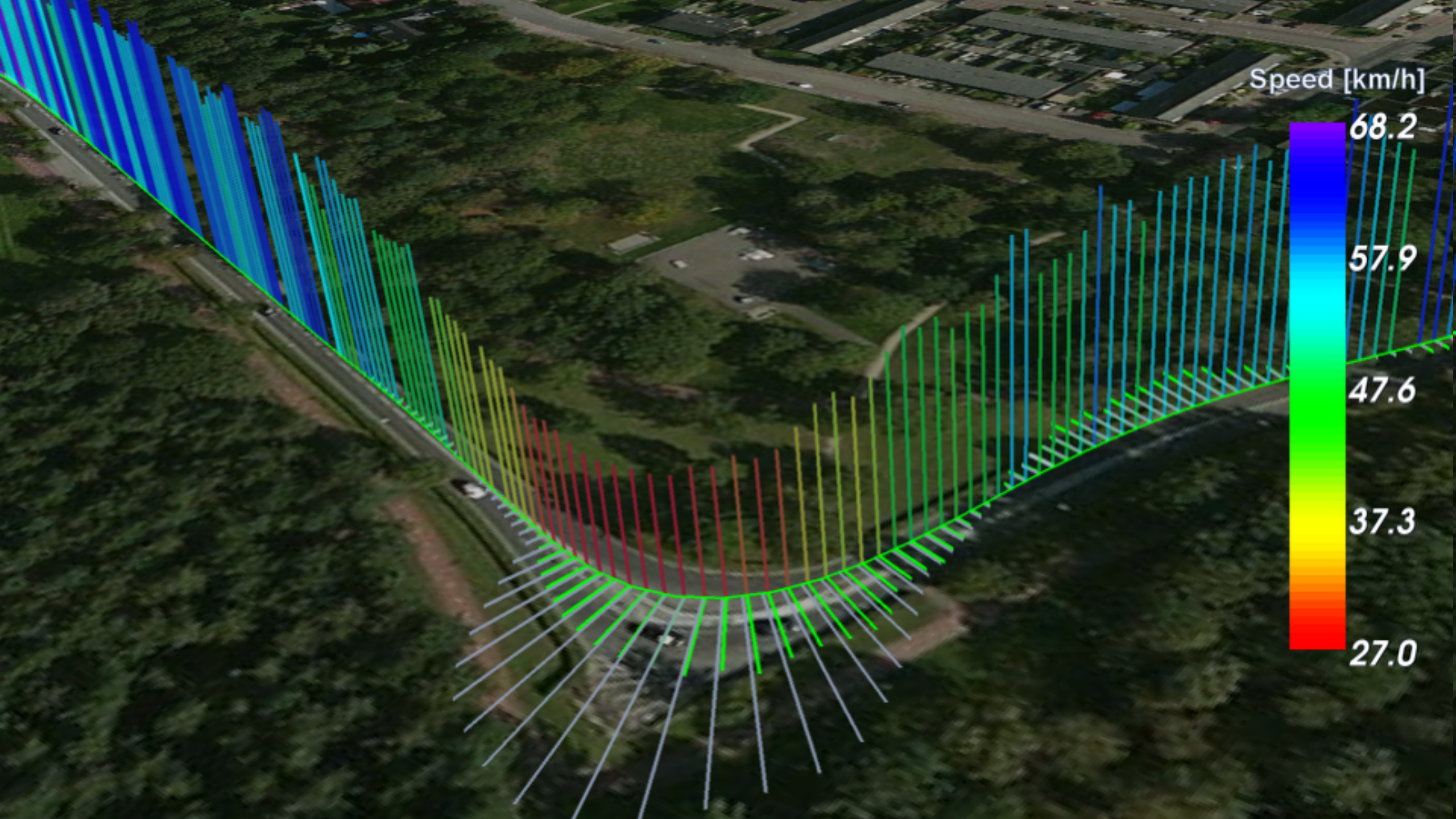
An aerial night view of a city street with a digital map overlay in red and yellow. The map shows lane markings, traffic flow, and building footprints. The text is overlaid on the top left of the image.

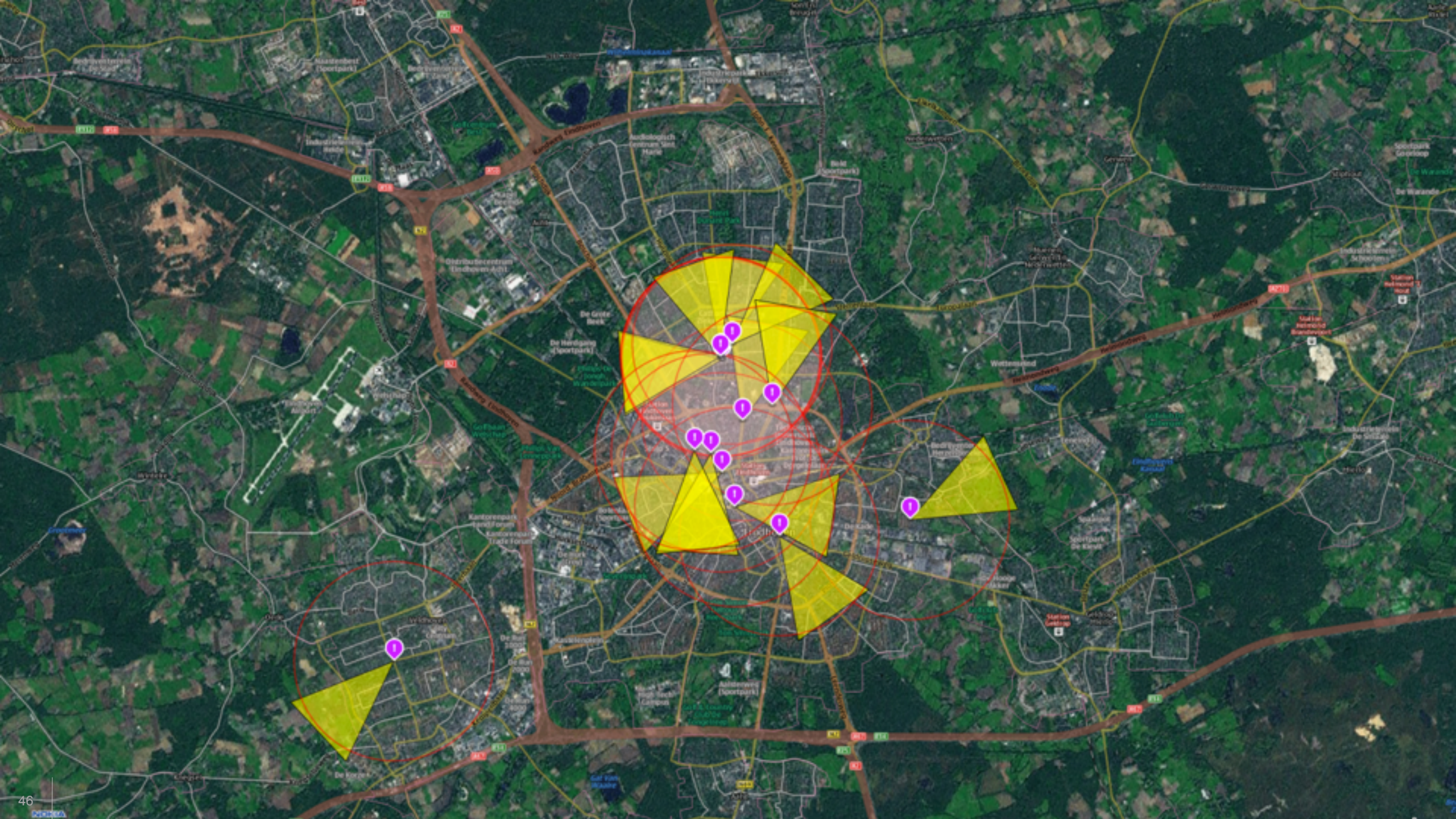
HERE is a **leading location cloud** providing superior mapping, services and location intelligence **across the automotive, enterprise and internet industries.**

HERE

- employs 6,500 people in 55 countries.
- produces maps for every country on Earth.
- enables four out of five in-car nav systems in North America and Europe
- enables mobile, web, and enterprise solutions for global industry leaders.

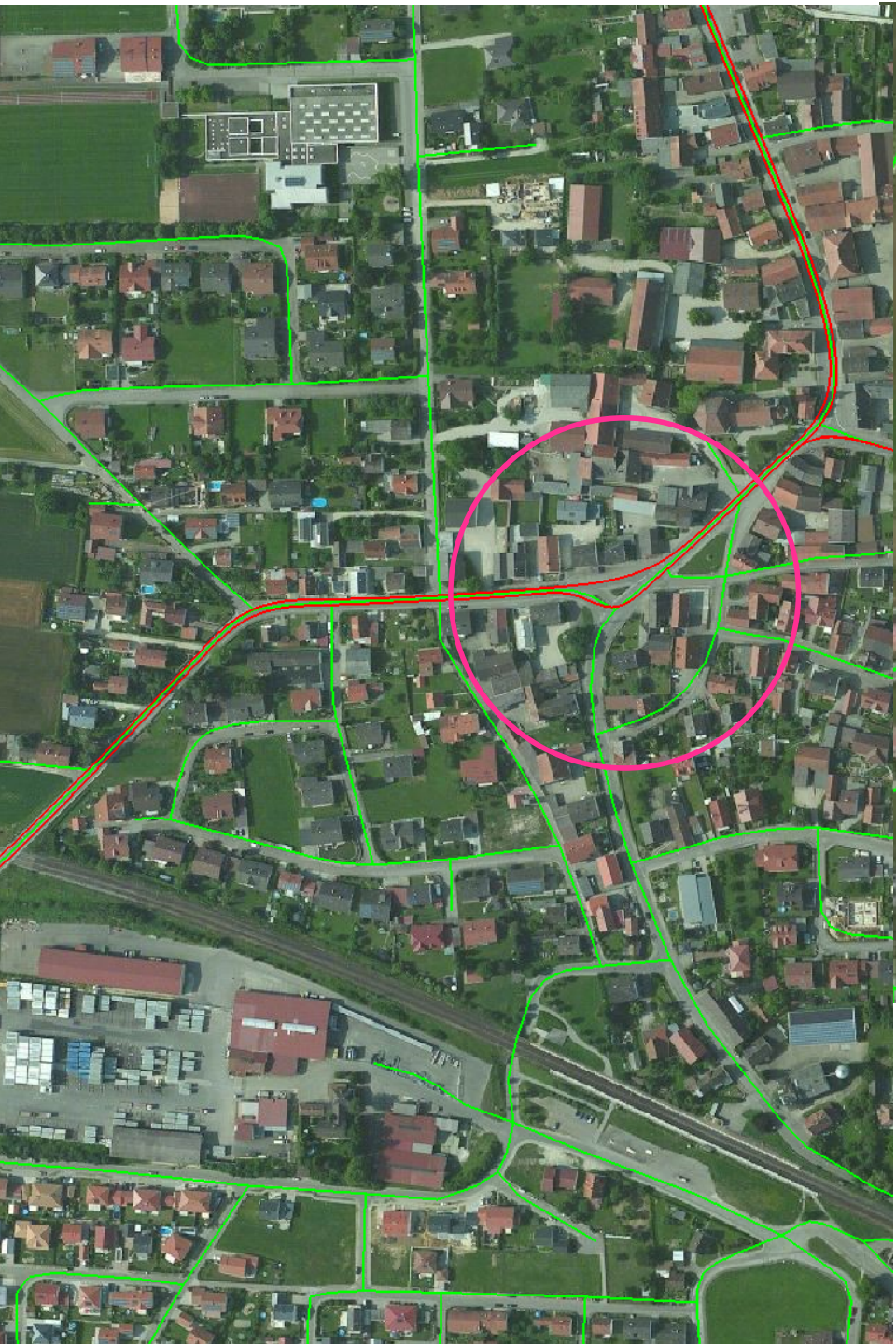






Probe, splined with curvature





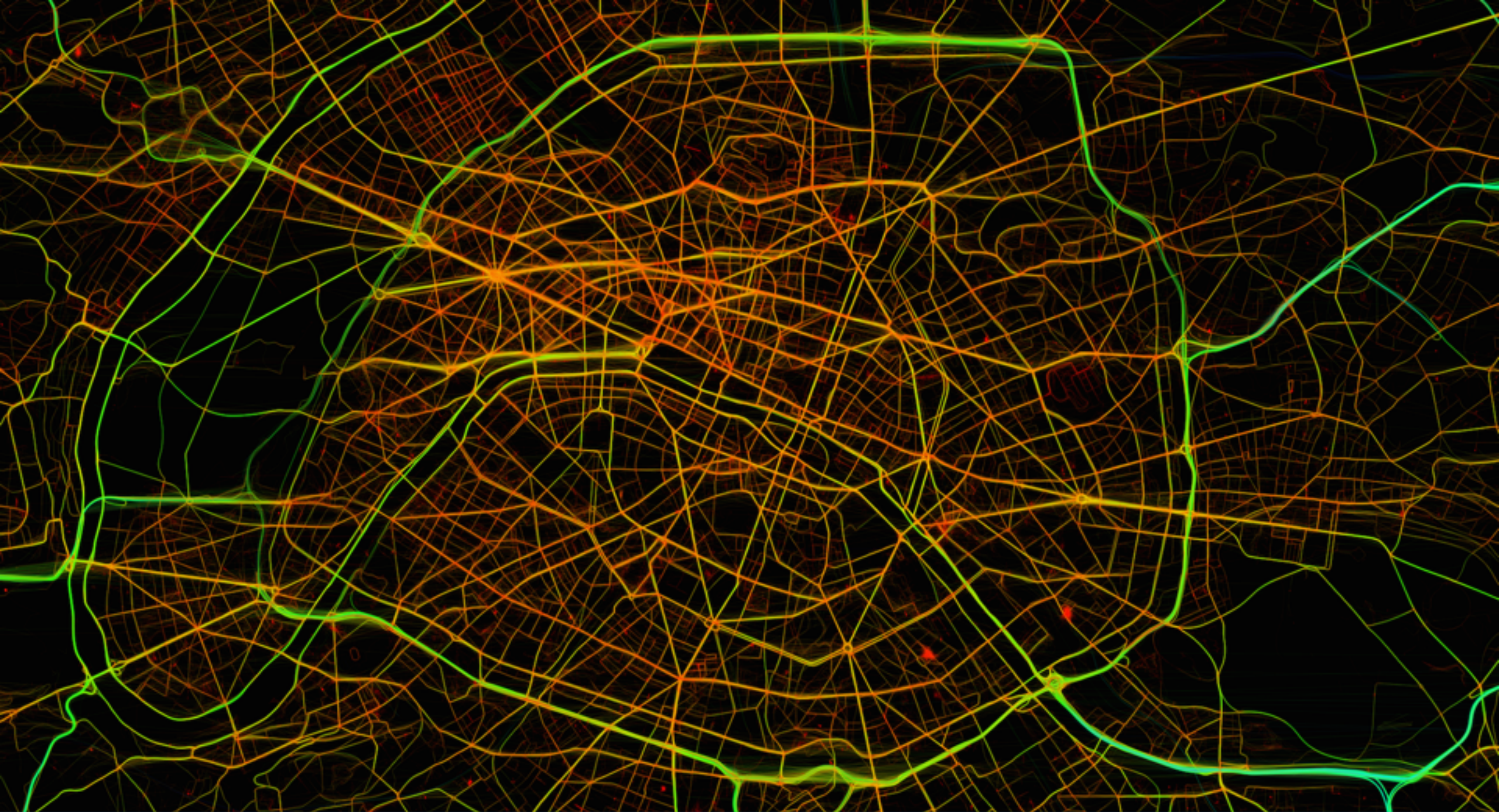
Note : new geometry & fidelity of the right turn

We are using multiple
devices everyday

Machine generated
Human generated
Structured
Unstructured

Velocity
Volume
Variety
Variability
Veracity
Visualization
Value \$\$\$\$

Visualization

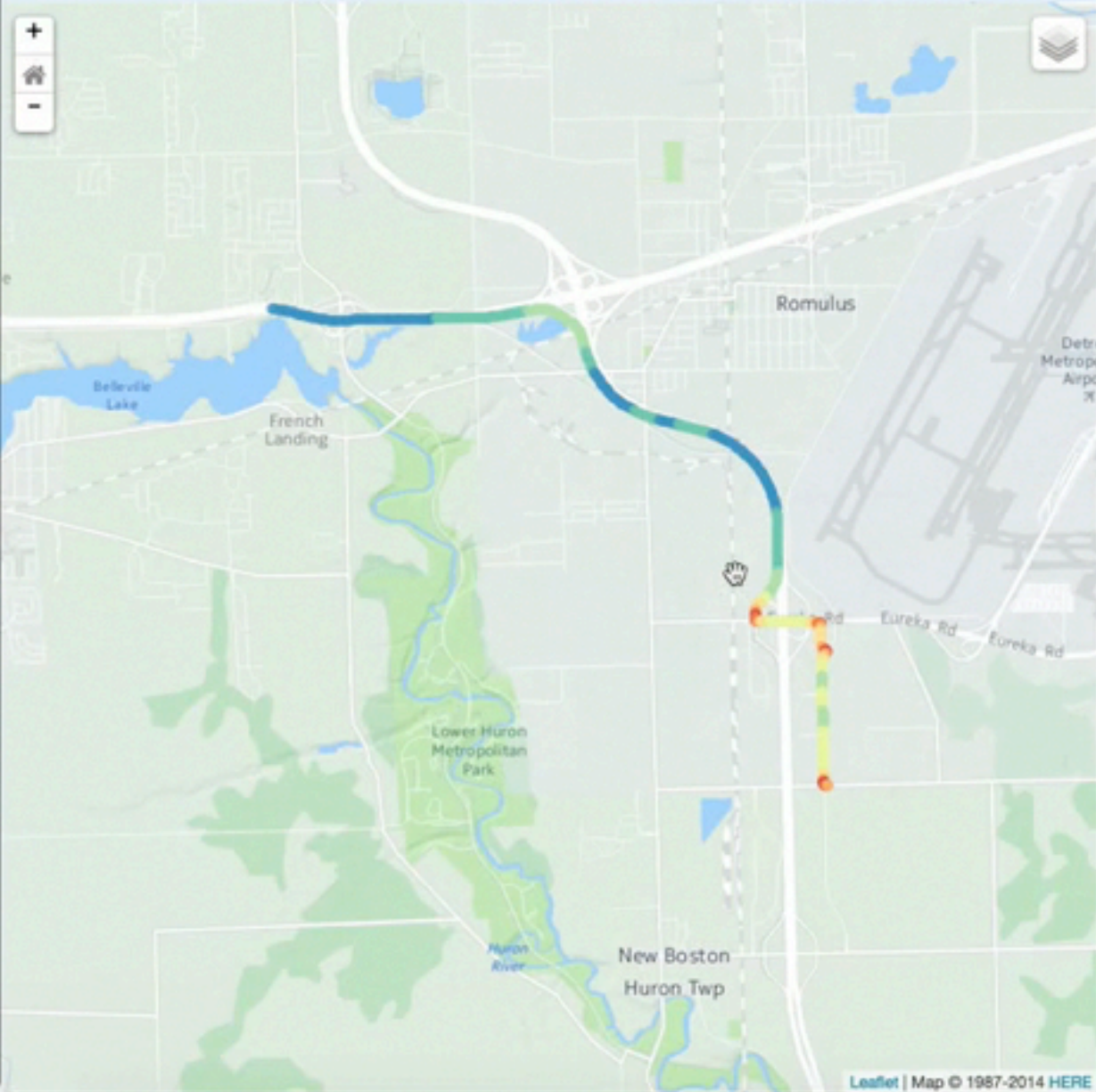




Size Opacity Color

Speed ▾

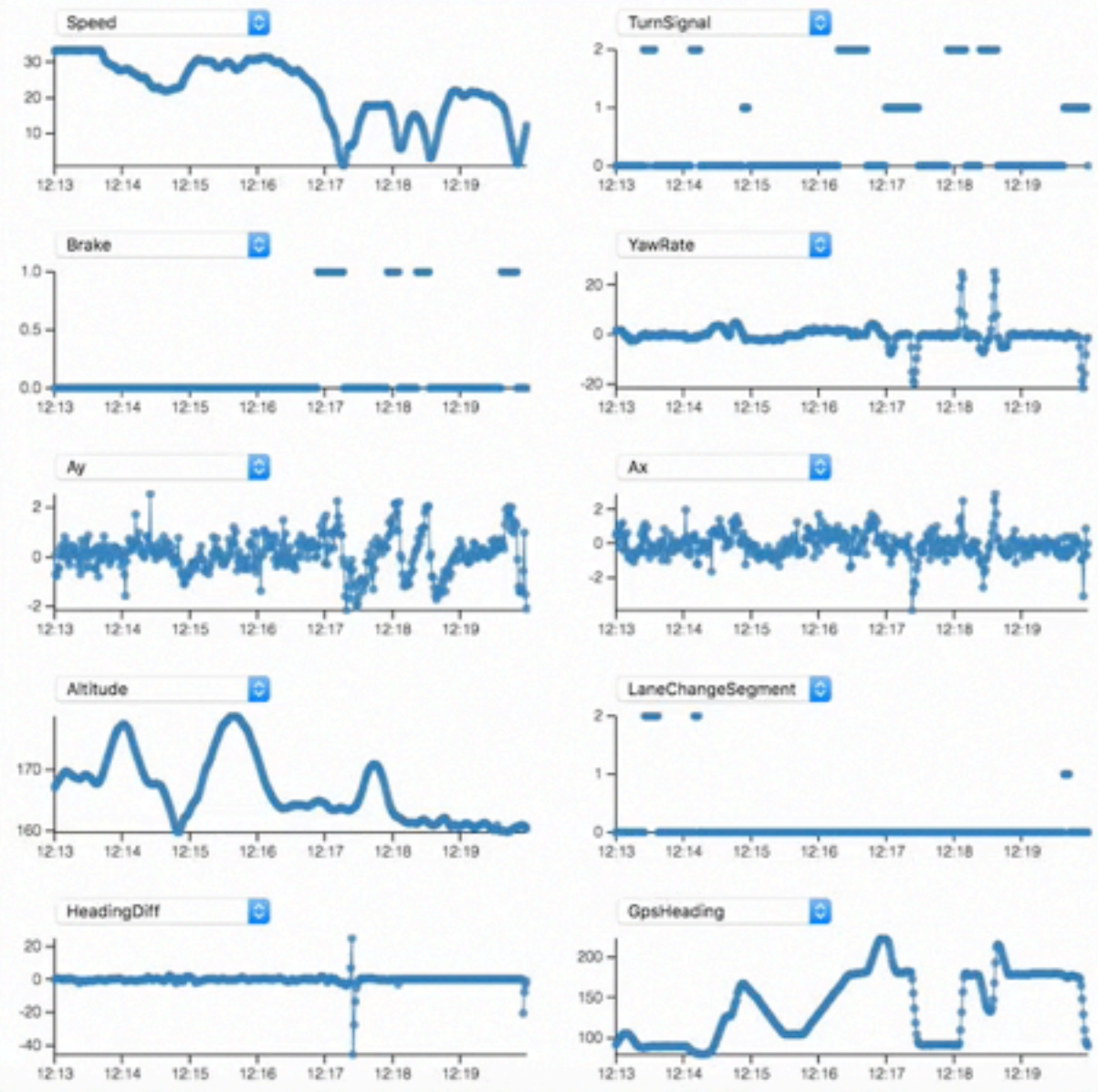
Probe ID: 10579_220



Leaflet | Map © 1987-2014 HERE

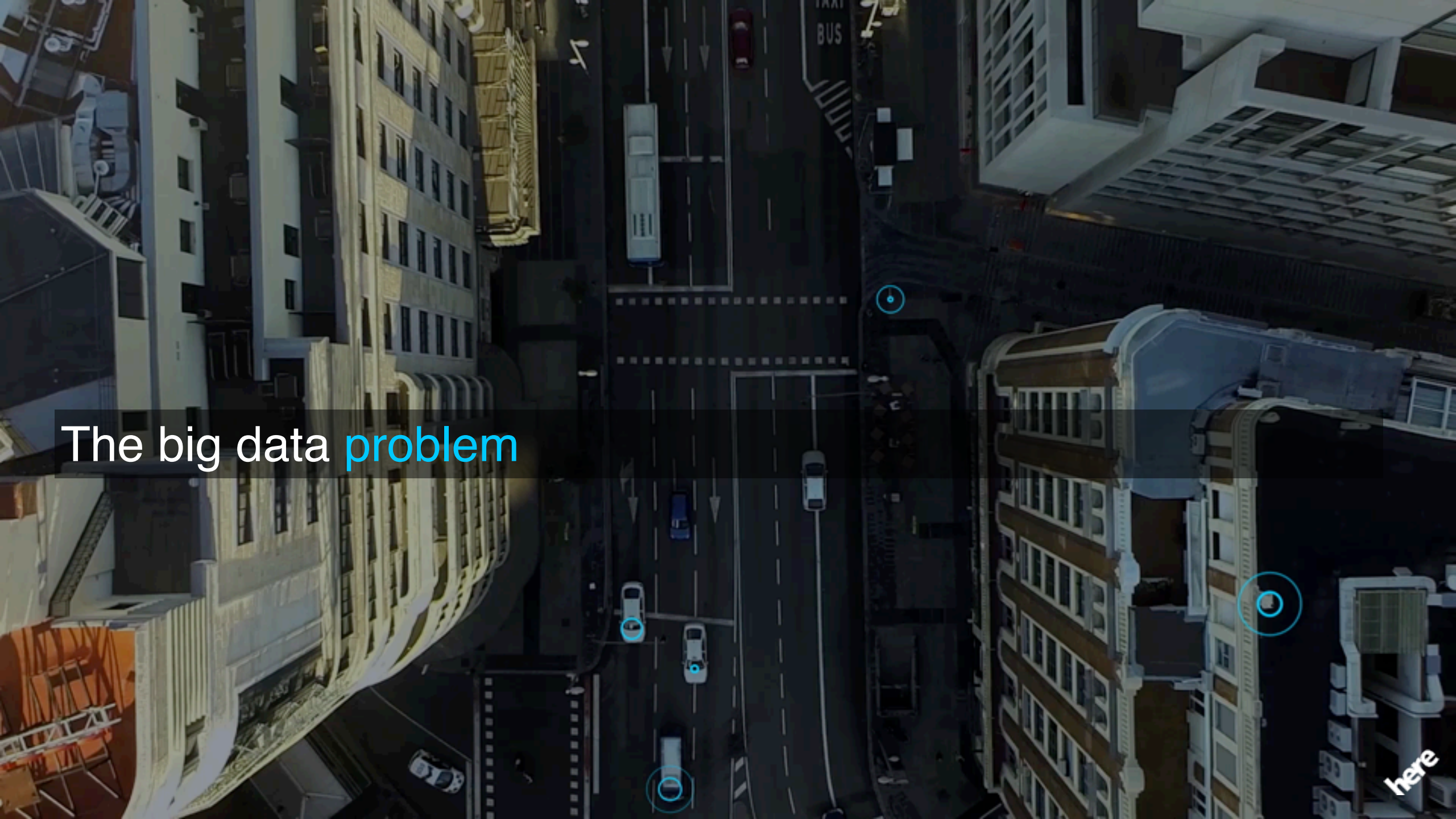
Point Size Point Opacity Line Width

Clear



Veracity

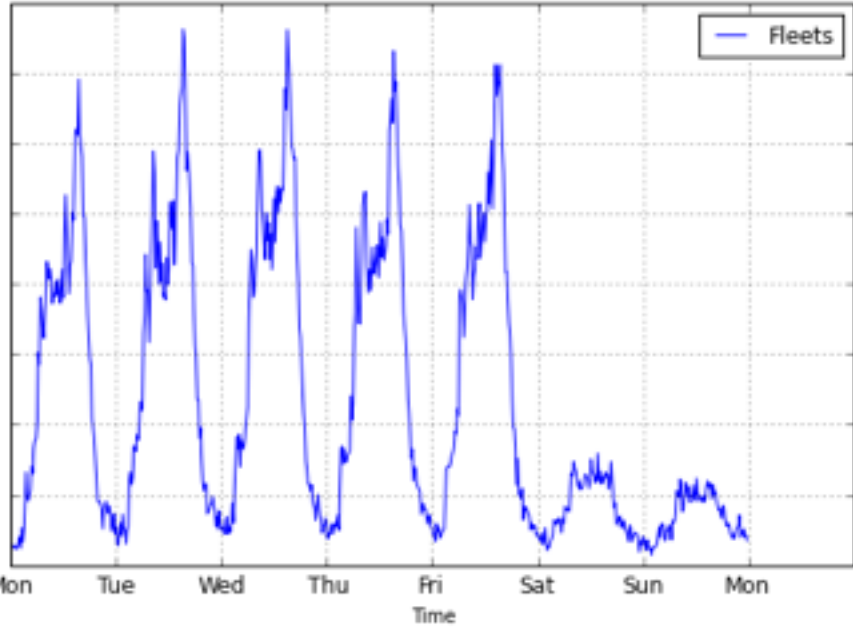
The big data **problem**



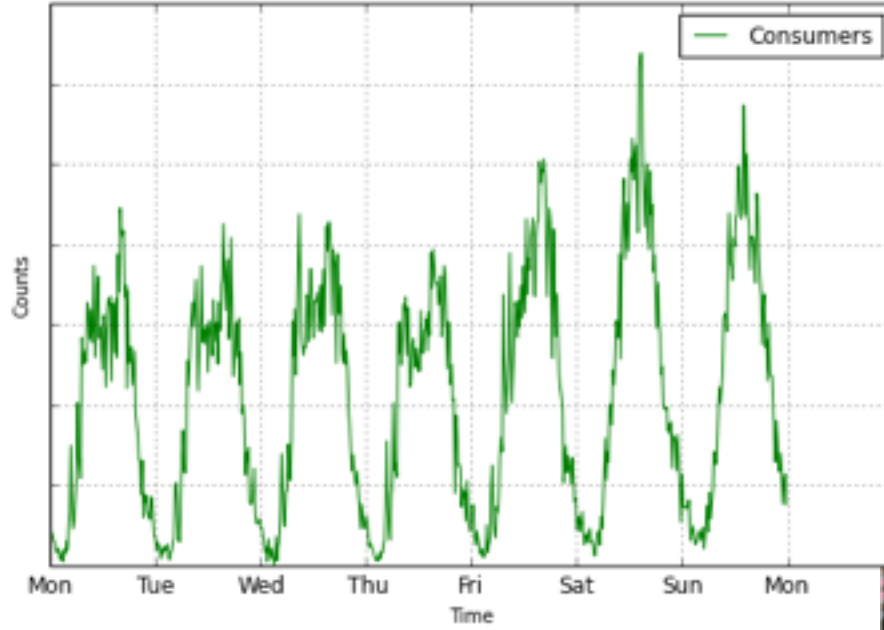
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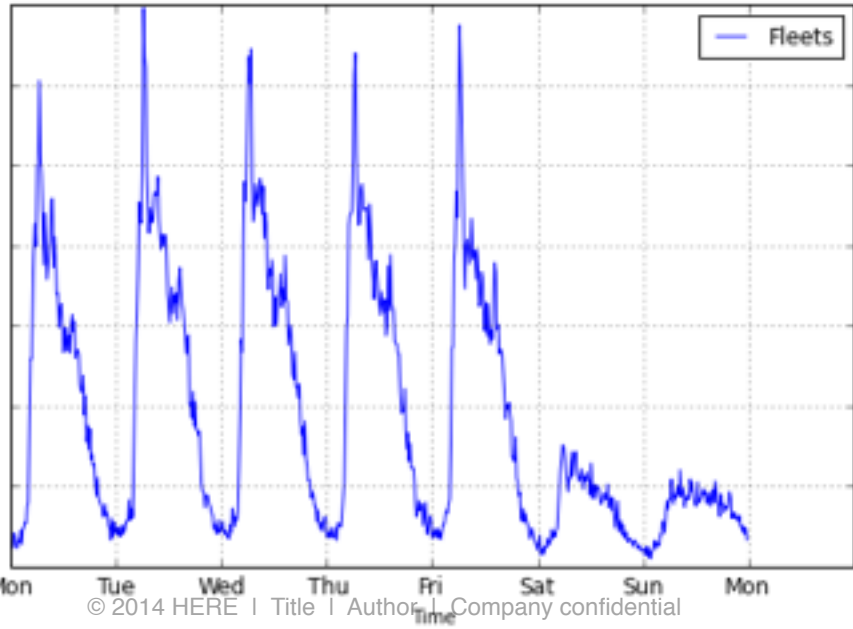
580 EB (PeMS-VDS: 404281 - LinkID: 120900361)



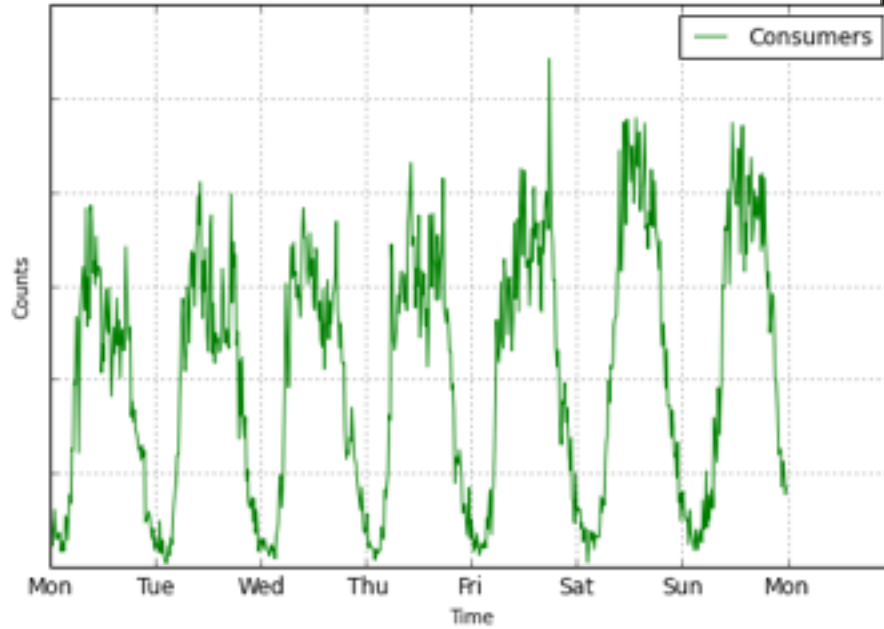
580 EB (PeMS-VDS: 404281 - LinkID: 120900361)



580 WB (PeMS-VDS: 404296 - LinkID: 808141474)



580 WB (PeMS-VDS: 404296 - LinkID: 808141474)



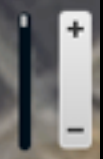


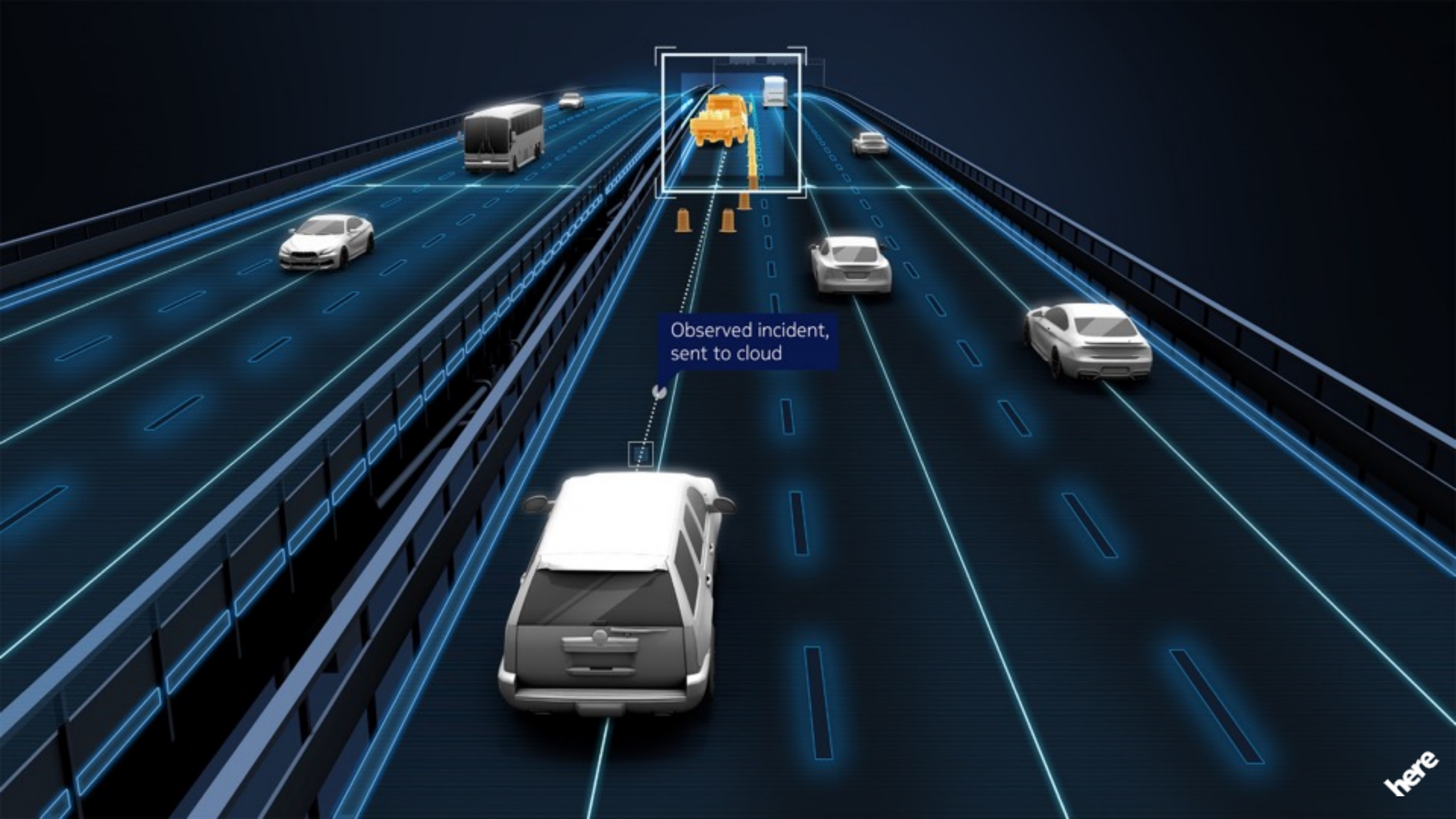
Eindhoven



Junipero Serra Fwy

Junipero Serra Fwy



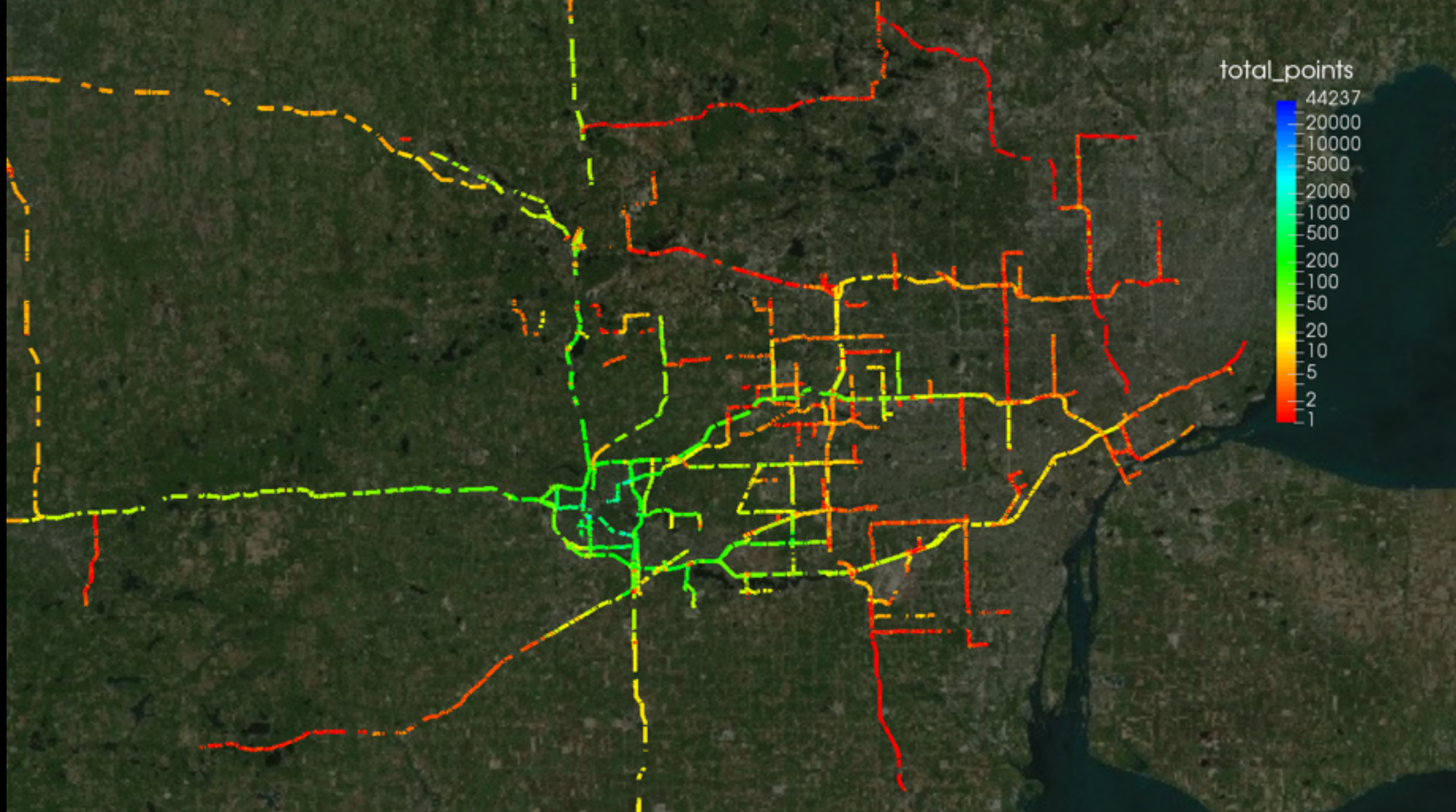


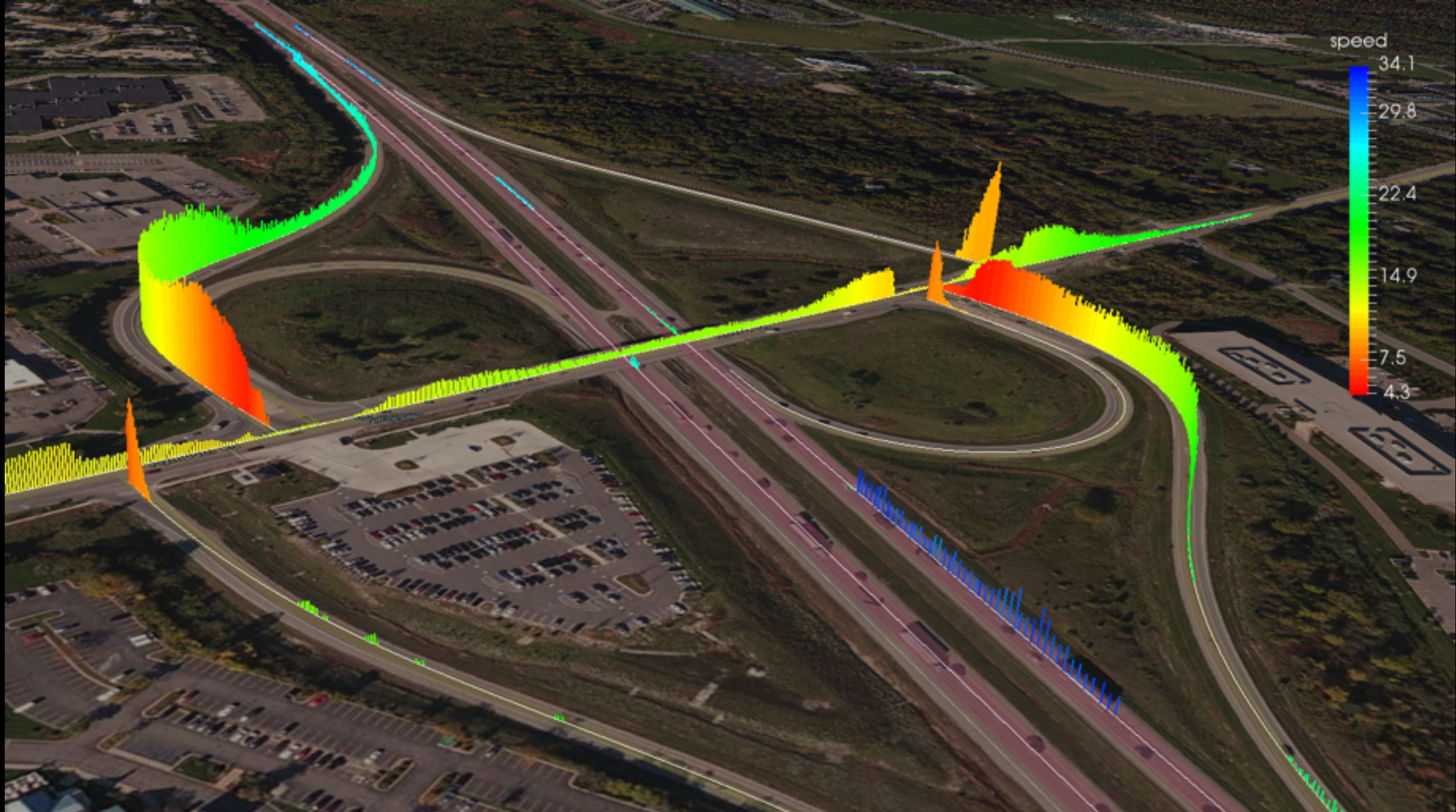
Observed incident,
sent to cloud

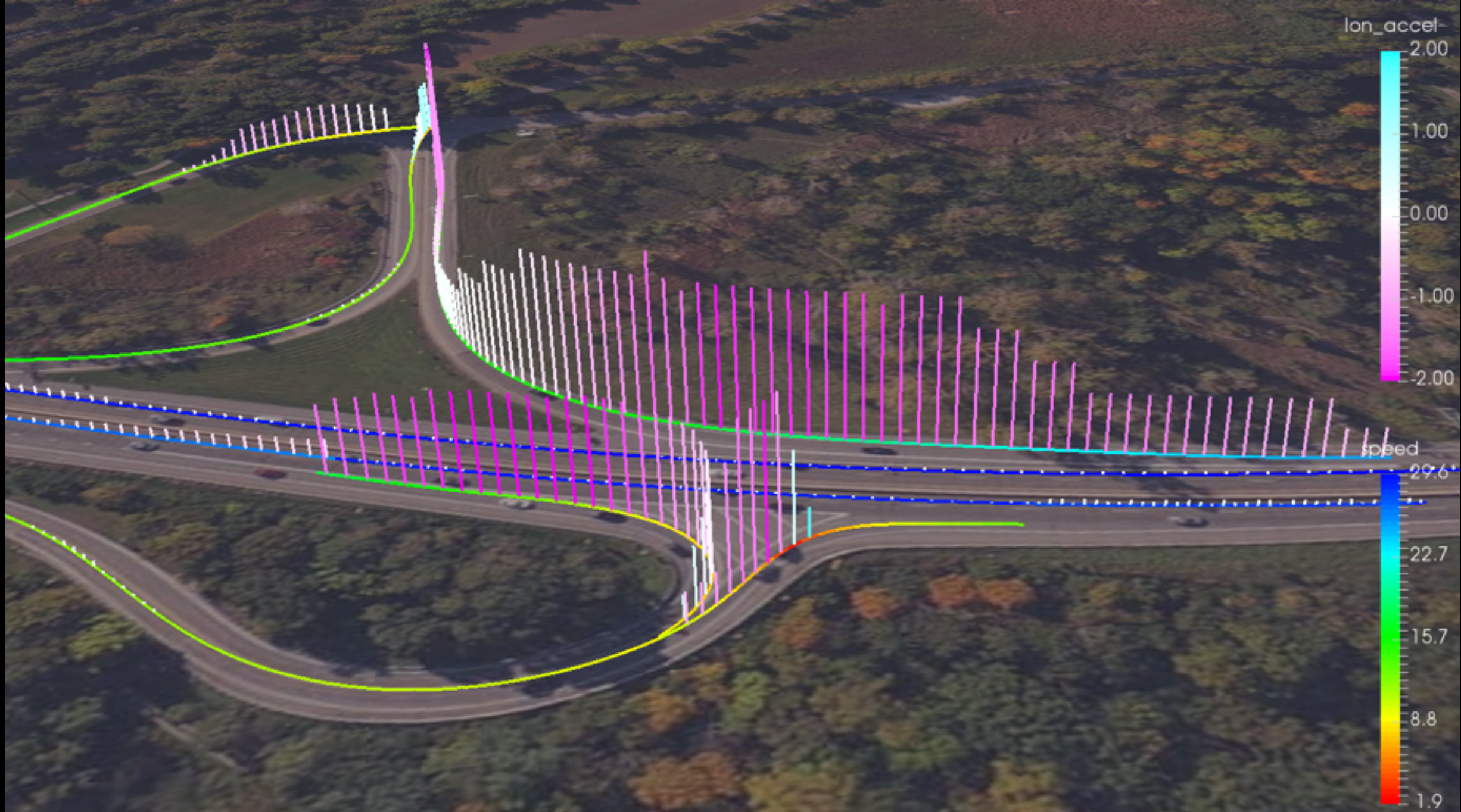
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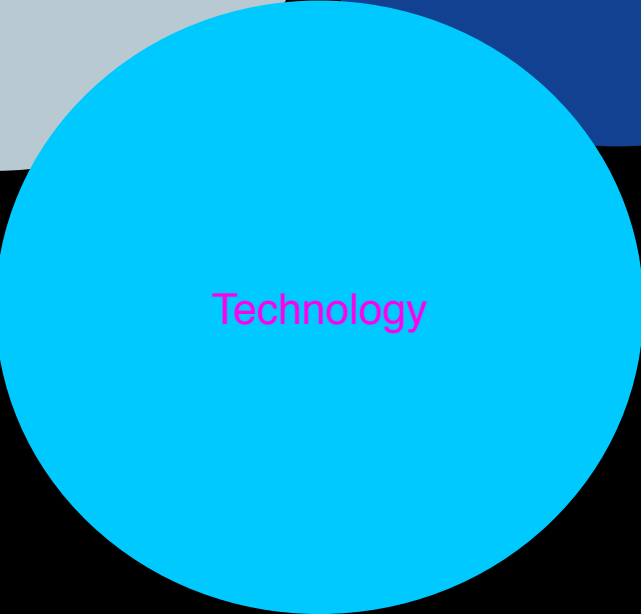
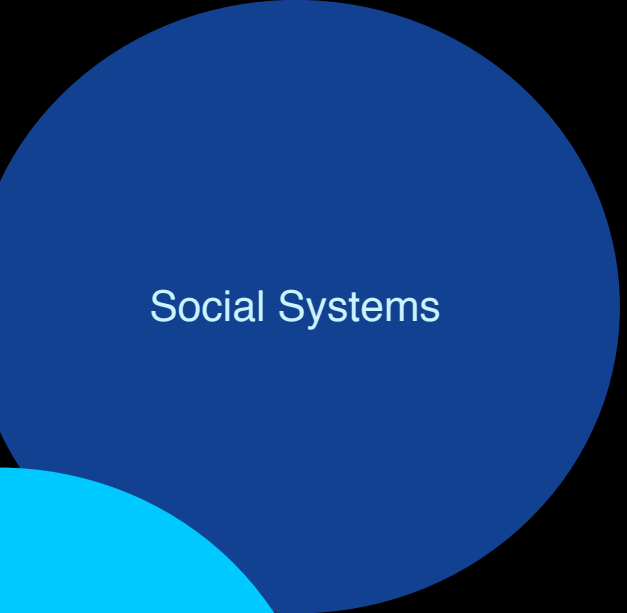
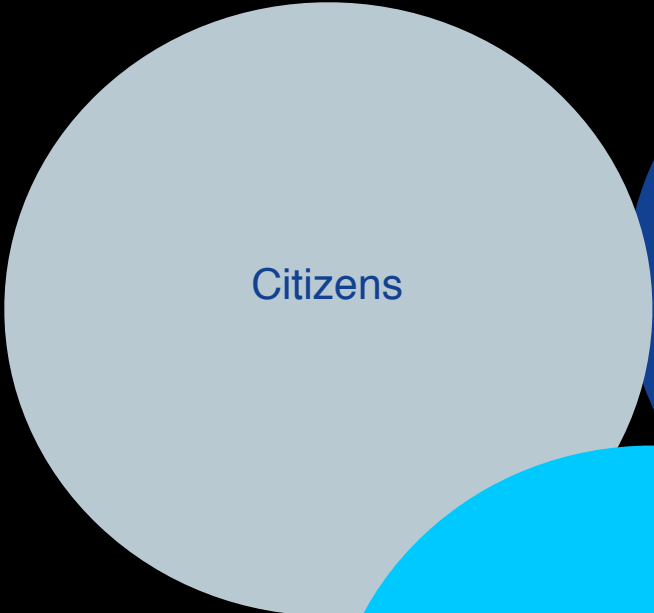
An aerial night photograph of a city, showing a dense network of roads and buildings. The image is characterized by long, bright light trails from moving vehicles, creating a sense of motion and connectivity. The lights are primarily yellow and white, with some blue and red accents. The overall scene is a vibrant, illuminated urban landscape.

Data from cities, sharing services and cars needs to be pooled into one single system that can link people, places and things.

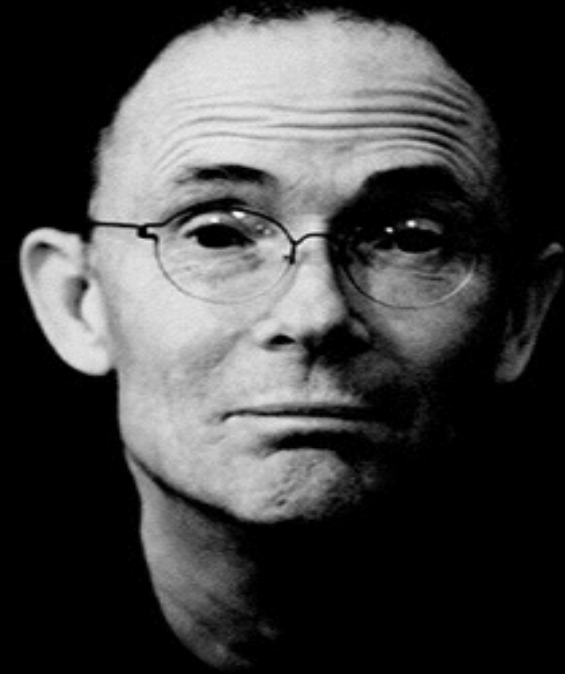








The future is already here - it's just not very evenly distributed.



William Gibson

Thank you

here

