

HERE Lidar Data

Highly accurate 3D lidar data on demand

HERE Lidar Data is a service that provides on-demand access, via a self-service interface, to an extensive library of 3D lidar point clouds, unique in the industry in coverage and accuracy.



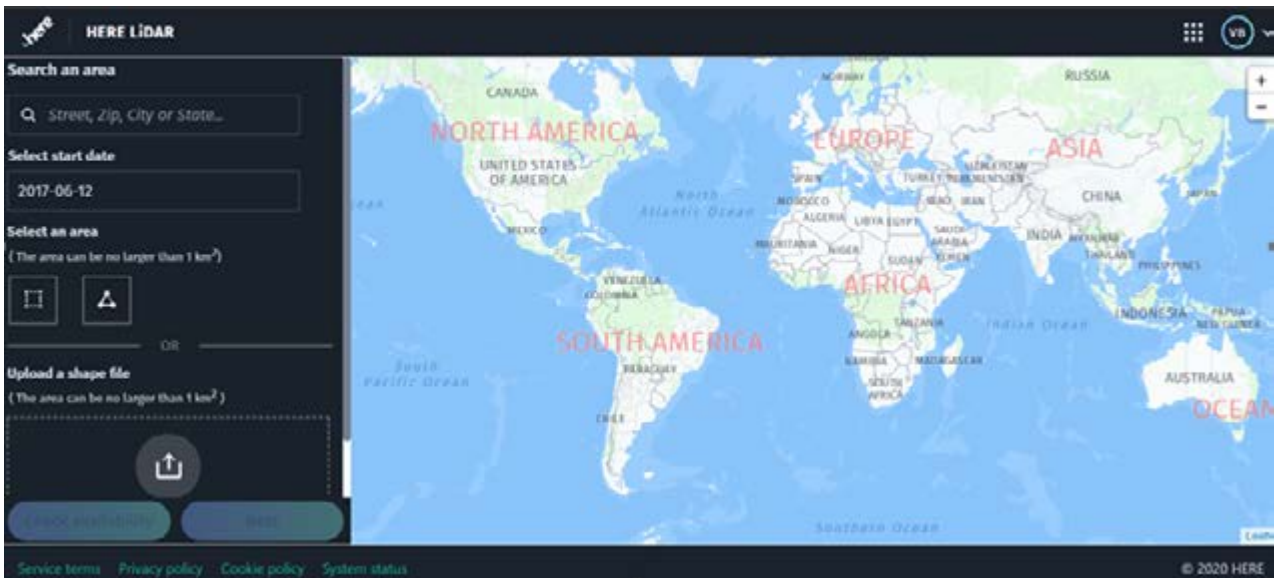
How does the service work?

Accurate, terrestrial 3D data is captured globally using Lidar technology, a method for measuring distances by illuminating the target with pulsed laser and measuring the reflection with a sensor. Differences in laser return times and wavelengths are used to make highly accurate digital 3D representations of streets and city areas.

This accurate, terrestrial 3D data is gathered through the HERE industrial collection capabilities: The HERE-owned True Vehicles. The raw Lidar data is then converted to industry-standard LAS or LAZ formats. In addition, the

data is colored using imagery captured by multiple cameras, synchronized to the Lidar unit to make the dense point clouds easily interpreted visually. Customers can opt for the Lidar content to be in full color using HERE True Imagery.

The HERE Lidar Data visualization tool loads the low-resolution point cloud to provide customers easy and immediate order placing capabilities via a self-service online interface, made available on platform.here.com.



Differentiators

Speed of delivery: HERE has an existing inventory of Lidar data available off the shelf, eliminating the need to wait for data collection.

Attractive pricing: HERE Lidar Data is offered at a fraction of the cost of commissioned private surveys.

On demand access: HERE Lidar Data is available to customers on a self-service interface that enables viewing and immediate access to the data versus the weeks or months of delays typical of commissioned surveys.

Scale: HERE Lidar Data is available in over 50 countries through HERE's strong industrial collection capabilities. HERE maintains a global, highly trained engineering team dedicated to collecting and processing this data.

Precision: HERE Lidar Data supports a relative precision accuracy of +/- 2 cm with regards to the actual location of streets and objects.

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business 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 360.here.com and www.here.com.

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

©HERE 2020 | here.com