

HERE Premier 3D Cities

Highly detailed and accurate 3D representations of city centers

HERE Premier 3D Cities is a premium content product offering detailed, customizable, and interactive representations of city centers.

HERE Premier 3D Cities has a brandable look and feel, with an uncluttered visual style. With high longitudinal and latitudinal definition, it is primed for third-party data integration.

HERE Premier 3D Cities offers structures and terrains that are realistically scaled for recognizability. Alongside defined building volumes and heights, it provides representative colors, façade, and roofing styles. Windows can be illuminated for a nighttime view, while abstract building textures can be applied for the recognizability of key locations.



HERE Premier 3D Cities is valuable to multiple industries and markets. With a simplified view of the real world, it can be used to enhance navigation applications and help drivers make better decisions in complex situations. It can help with land allocation, emergency response and sustainability evaluations. HERE Premier 3D Cities can also help enrich site selection and infrastructure planning. Because of its rich visual appeal, the product can be used for VR/AR, animations.

How does the product work?

HERE Premier 3D Cities delivers a believable representation of reality with each building or structure fully indexed and addressable. The information that make up HERE Premier 3D Cities is sourced from HERE True Vehicles that provide 360° imagery and LiDAR data. Additional content from HERE 3D Landmarks is also applied. Landmarks are turned into abstract 3D landmarks to match the style of the city. Aerial imagery is also then applied to supports façade and roof colors.

Collected data is matched to the 3D terrain through Drive Optimization and Drive Alignment processes. Façade-, and Roof-colors are then automatically applied. HERE Premier 3D Cities is made available through the publication of Cesium/OGC 3D Tiles that support easy integration and delivered via Electronic Delivery Database.



Product differentiators

Data efficiency: Every square kilometer is stored in small data sized 3D tiles and can be streamed and rendered efficiently.

3D terrain model: this integrated feature provides elevations for representative depictions of a city's layout.

Accurate depictions: buildings resemble those in the real world within ~1m relative to the sourced map data.

Indexed downtowns: Detailed 3D models of key global city centers where each object is separate and addressable.

Customizable layers: each 3D layer can be rendered with dynamic real-time lighting to create a unique look or to visualize key data points.

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, please visit <https://here.com> and <https://360.here.com>.