

The evolution of the connected Car

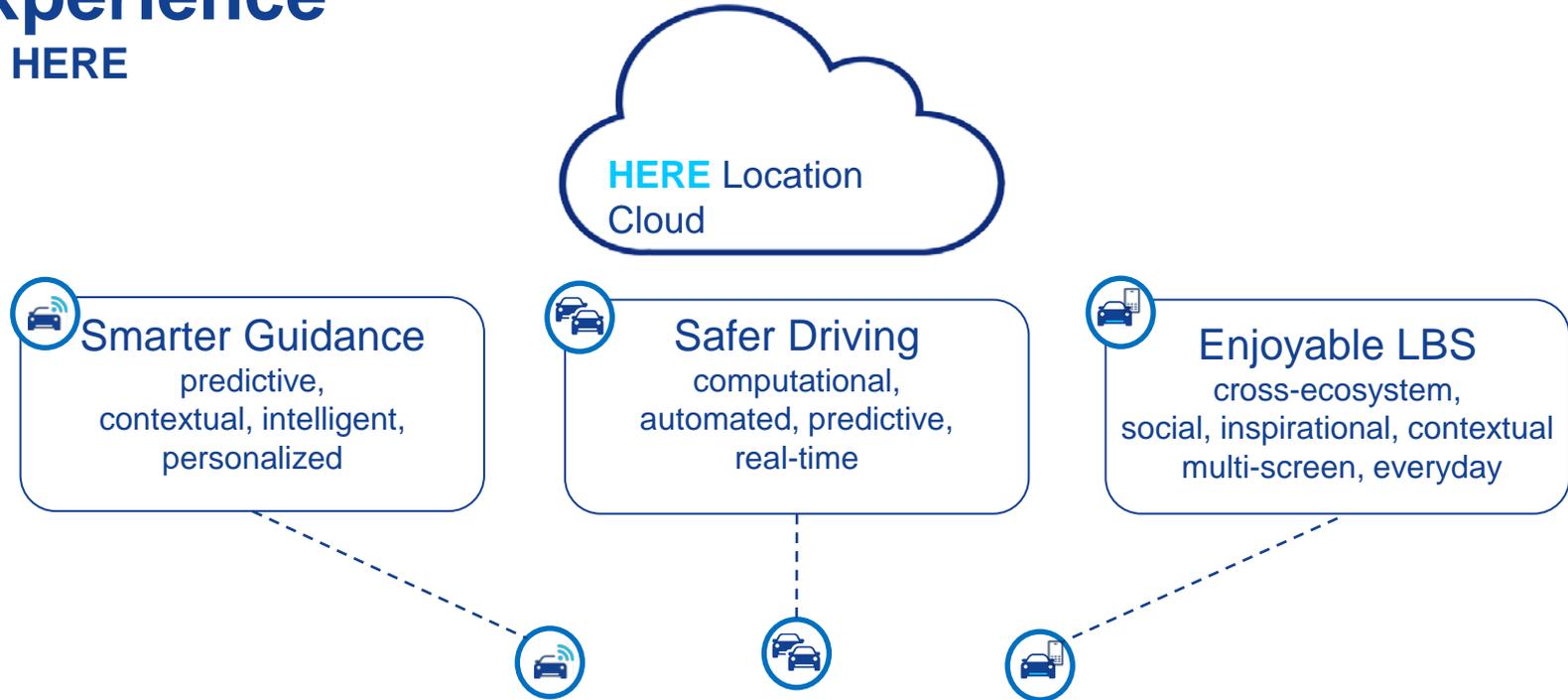
From contextually aware cars
to automated driving vehicles

Ogi Redzic
VP Connected Driving, HERE

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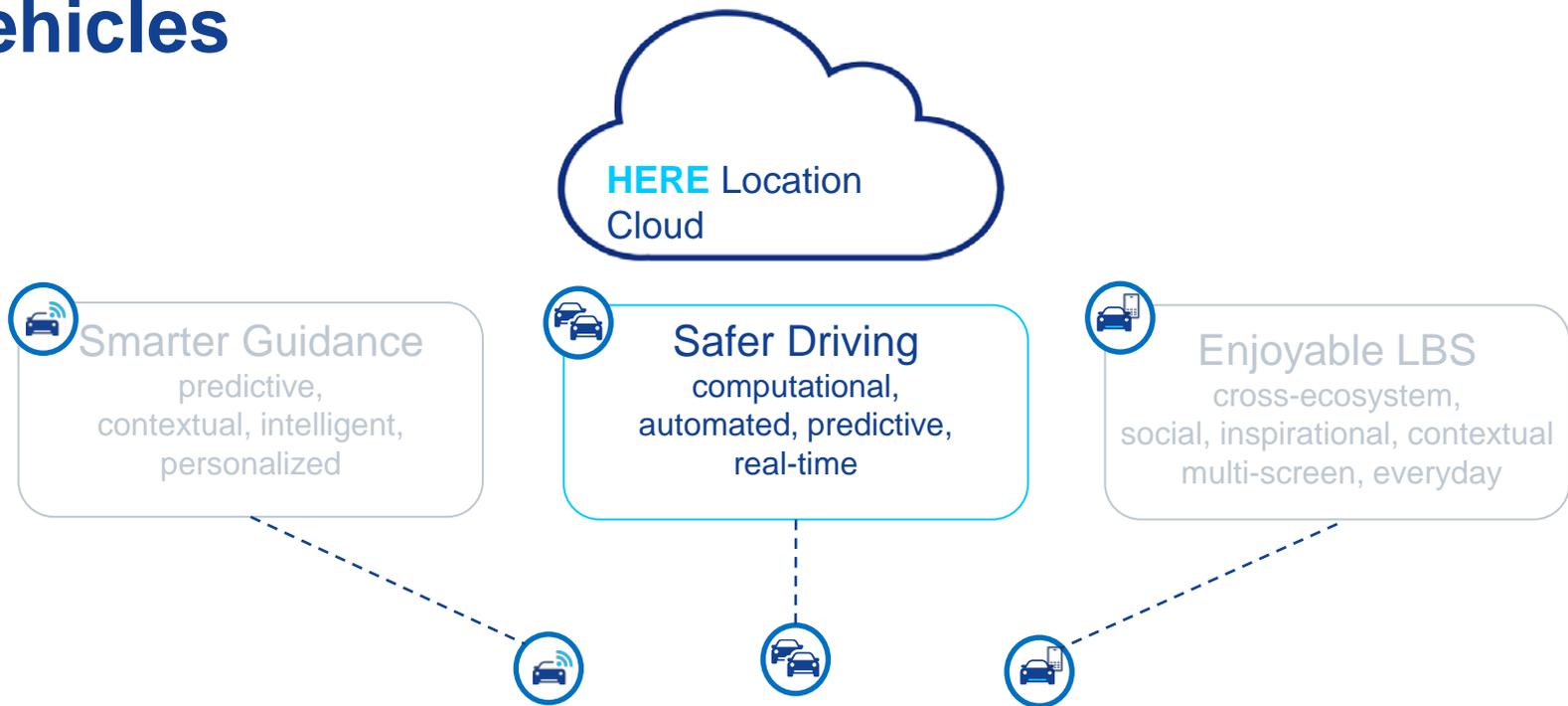
Smart, safe and enjoyable connected car experience

by HERE





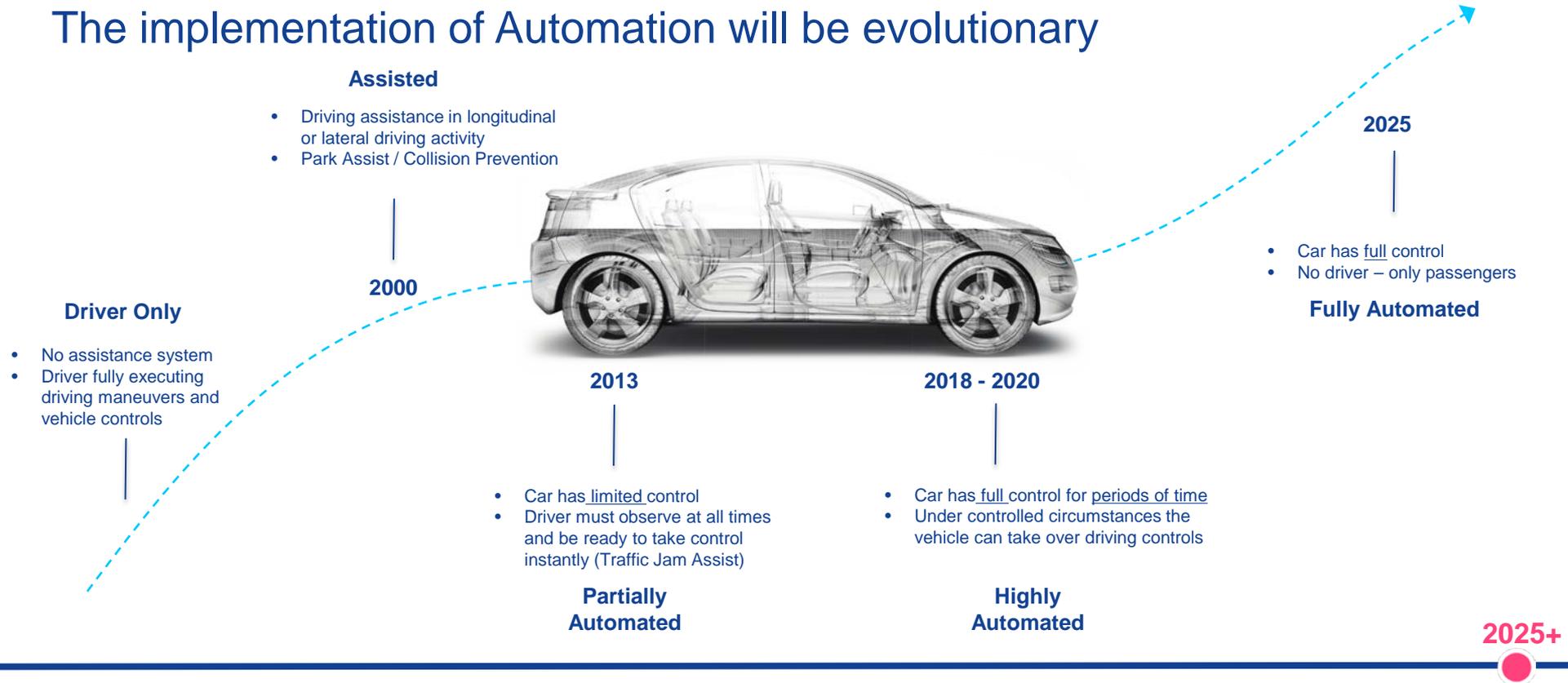
Safer Driving – the evolution to automated vehicles





When will we get there?

The implementation of Automation will be evolutionary



2025+

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HERE Automated Driving



HD Map

Precise positioning for lateral & longitudinal control of vehicle on the road surface



Dynamic Context

Accurate planning of vehicle control maneuvers beyond sensor visibility.



Humanized Driving

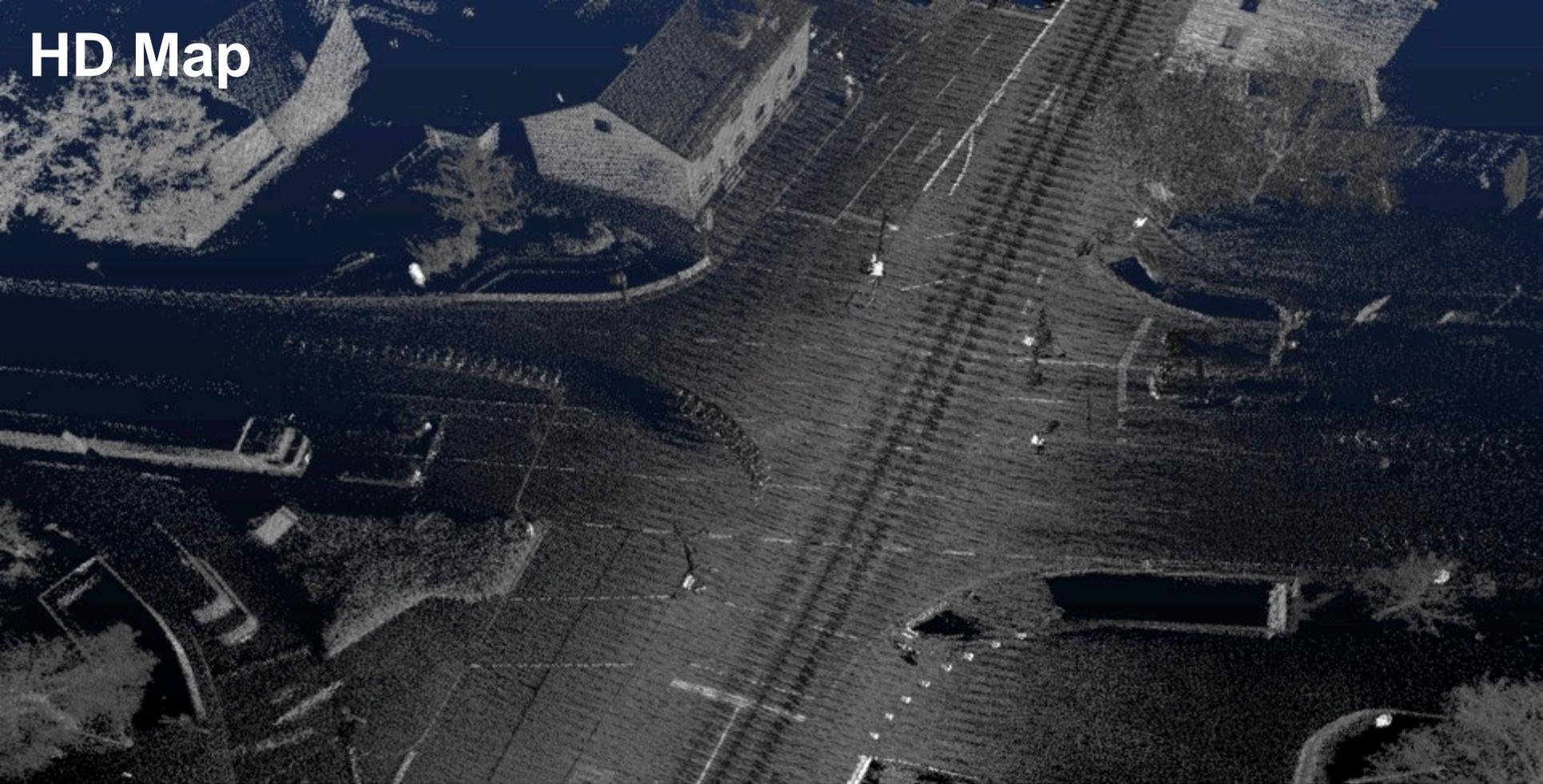
Making automated driving comfortable and acceptable for humans



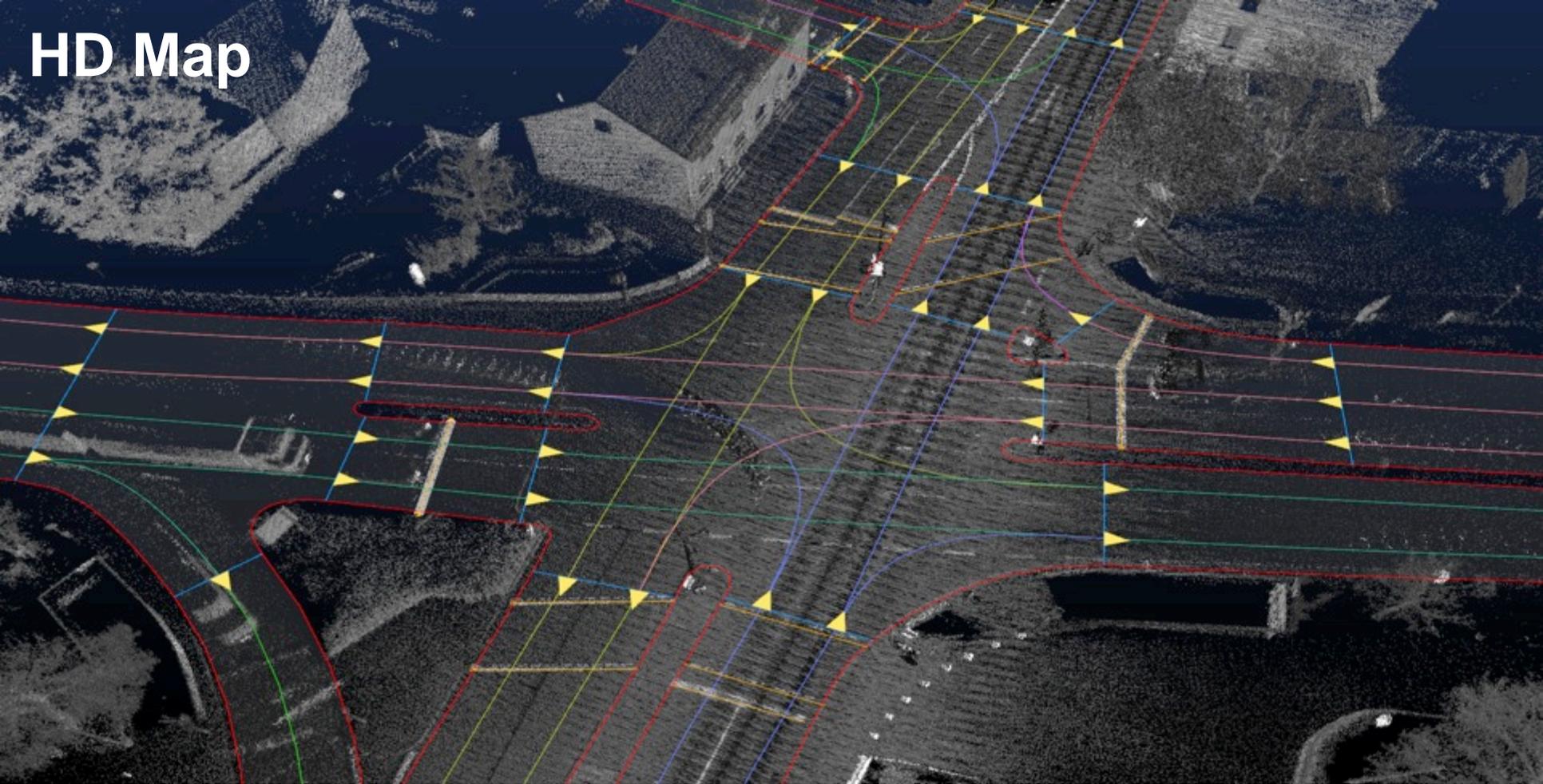
Standard Map



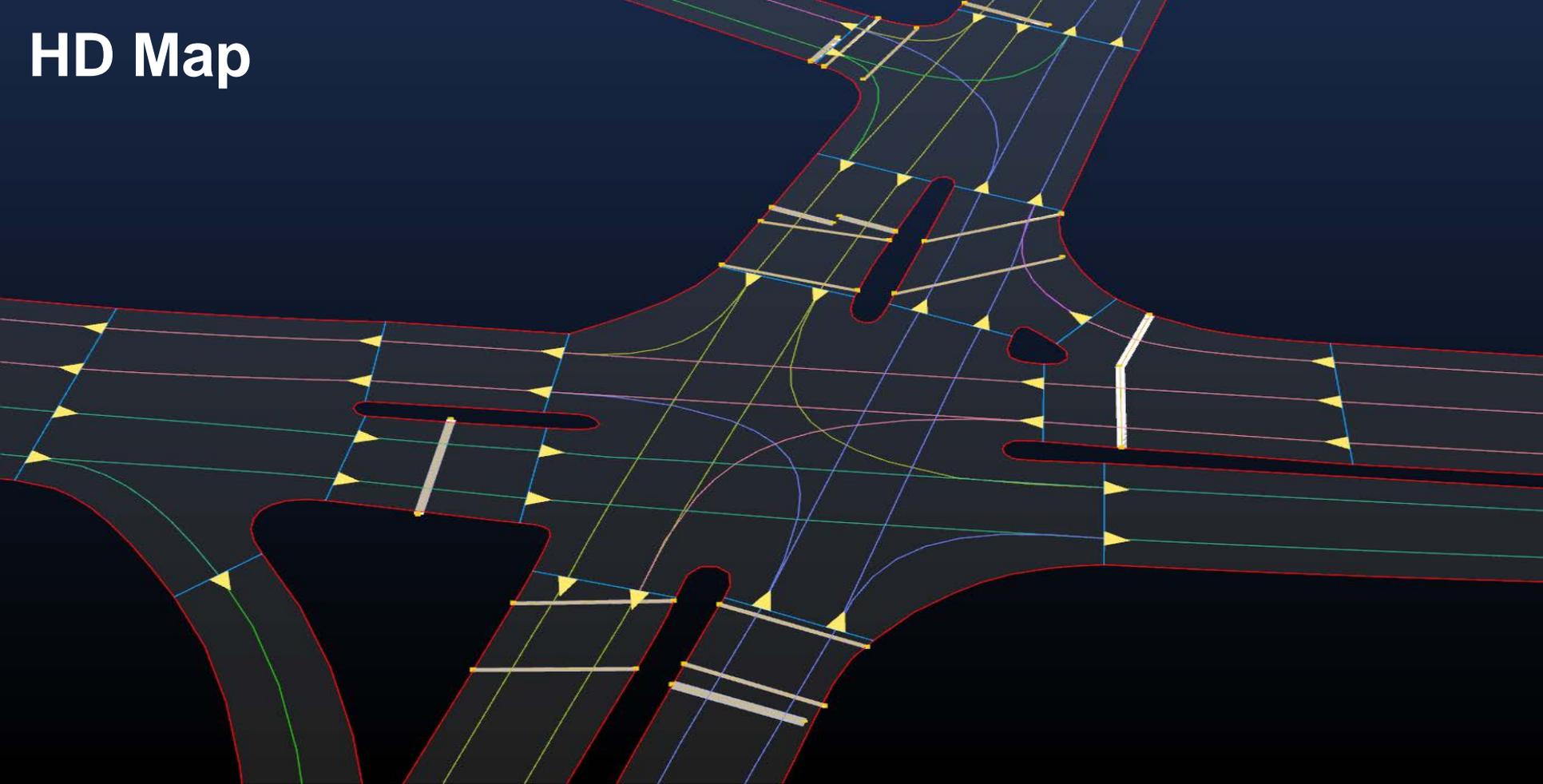
HD Map



HD Map



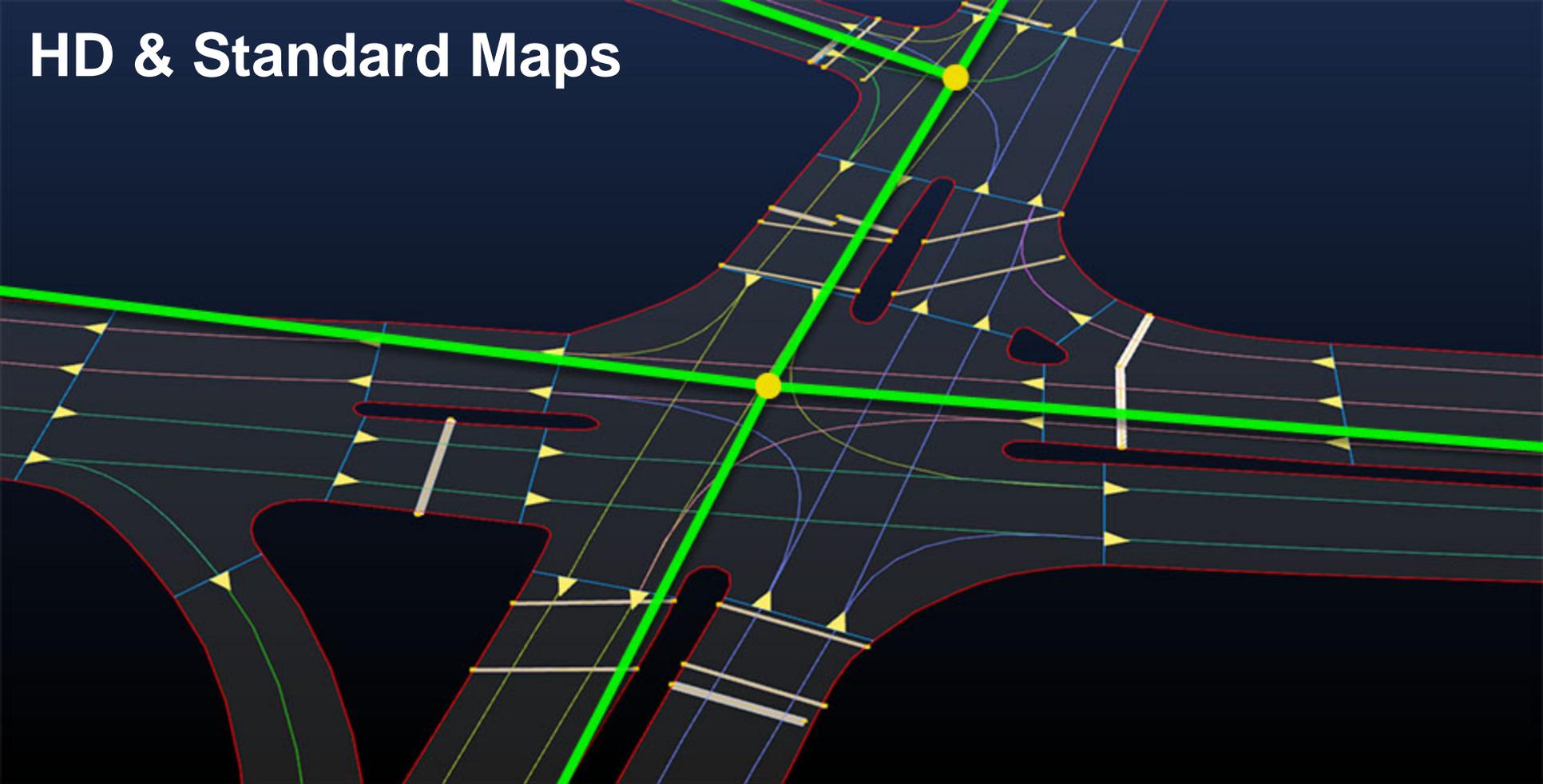
HD Map



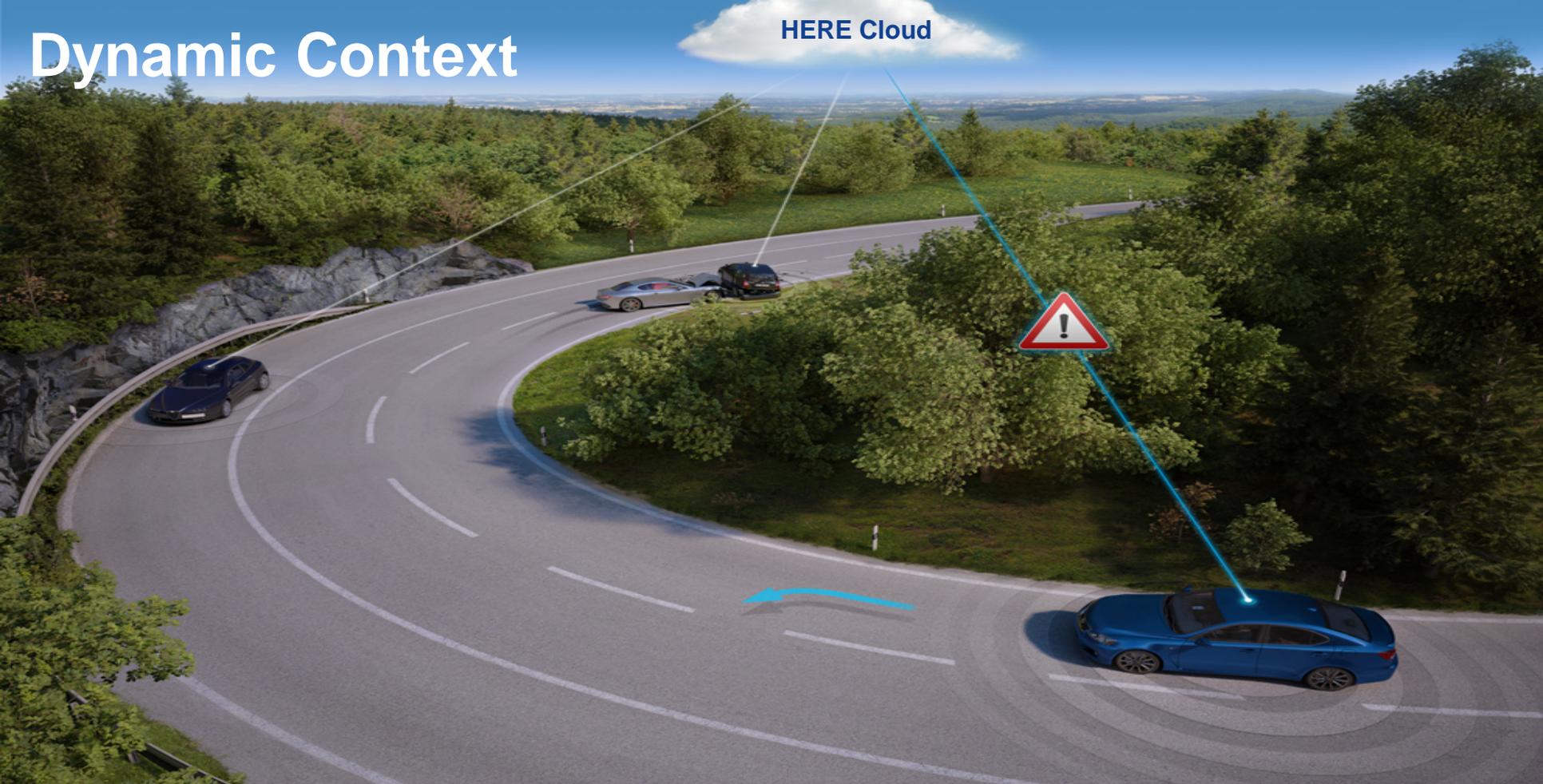
HD Map



HD & Standard Maps



Dynamic Context



HERE Cloud

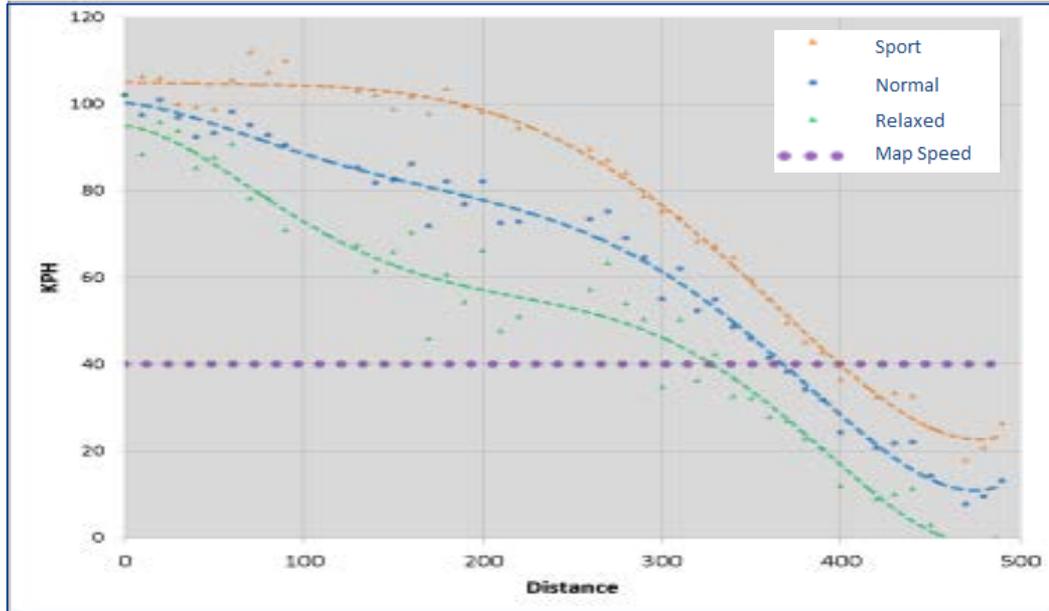
Humanized Driving

- Speed profiles for link level road network
- Individualization based on driving behavior
- A personal identity for automated vehicles



Humanized Driving, cont'd

Determine speed profiles



Output data set (Average style)

link_pvid	travel direction	data count	min speed	speed profile
920296539	T	1269	15	0;15 50;22 80;18
866646297	F	548	21	0;21 10;58 220;60
866646445	F	1573	65	0;65 60;65
19912921	T	511	16	10;16 40;36 70;22 90;32 150;48
923736419	T	1041	25	0;109 10;25 630;80
19889872	F	288	17	0;17 40;17
19912122	T	3293	27	0;27 120;29 140;28
866887370	F	17	11	0;11 40;11
19912504	T	84	28	0;45 60;28 160;38
19912031	F	395	12	0;100 275;68 460;12 481;12

- **Observation:**

- Humans entering exit ramp with the speeds much higher than the speed limit and rapidly decelerating to the speed about 50% of the speed limit. Then they start accelerating

HERE Automated Driving Experience

At HERE, we enable the automotive industry to create intelligent and context aware automated vehicles that are comfortable, personal, and above all trusted and safe.

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Maps for Life