HERE usage of Rosatte service

Speed limits Sweden
Power of up-to-date maps

92% of consumers state that navigation system is somewhat or very important to their overall vehicle satisfaction\(^1\)

An outdated map is a leading contributor of unsatisfactory navigation experiences\(^2\)

Consumers with up-to-date mapping software are happier with their navigation systems\(^2\)

1. Nokia L&C 2011 MapCare Value Trade-off Study
2. JD Powers 2012 Navigation Usage and Satisfaction Study
Mapping the Real World
Normal school situation in Sweden
Example from reality – current process

9th of December 2013 sign posted

Rosatte data available 16th of December 2013

16th of December included in HERE maps

HERE Weekly Release 18th of December

© 2014 HERE
Current status

- Statistics – quarterly speed limit changes with an average of 0.8% of total road network on major roads in Sweden
- 0-10 speed limit changes on a daily base for entire Swedish road network
- Other attributes – No entry, (stop signs) and height restrictions will also be updated from Rosatte service, work already in progress

<table>
<thead>
<tr>
<th>FC1-4 Sweden</th>
<th>Q313</th>
<th>Q413</th>
<th>Q114</th>
<th>Q214</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total KM</td>
<td>97,295</td>
<td>97,295</td>
<td>97,295</td>
<td>97,295</td>
</tr>
<tr>
<td>Km with changed speedlimit</td>
<td>1,766</td>
<td>413</td>
<td>470</td>
<td>450</td>
</tr>
<tr>
<td>% Change</td>
<td>1.8%</td>
<td>0.4%</td>
<td>0.5%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
Future opportunities (needs)

• Location Referencing solution
• Alignment of critical data specifications
• Define a change – noise reduction
• Timing of data published
• Temporary signs to be included
• Dynamic – weekly becomes daily, connected car
• More content
Sharing Data and Know How
Power of up-to-date maps

92% of consumers state that navigation system is somewhat or very important to their overall vehicle satisfaction¹

An outdated map is a leading contributor of unsatisfactory navigation experiences²

Consumers with up-to-date mapping software are happier with their navigation systems²

1. Nokia L&C 2011 MapCare Value Trade-off Study
2. JD Powers 2012 Navigation Usage and Satisfaction Study
Thank you!