



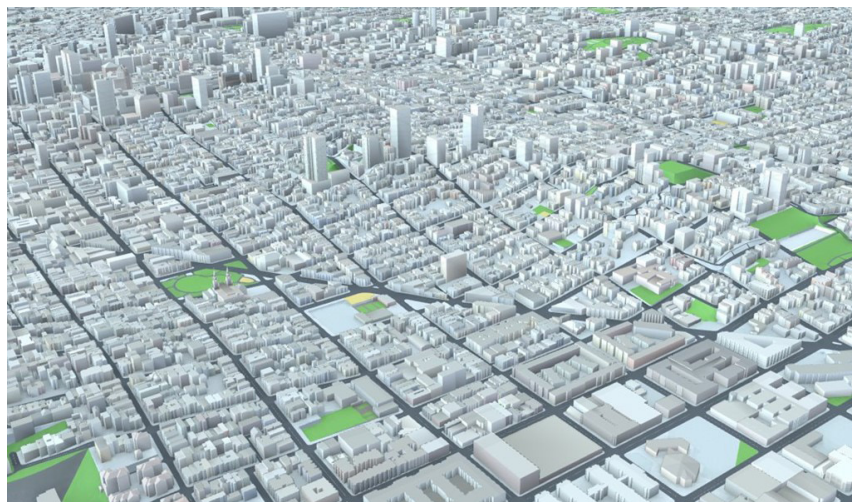
HERE Premier 3D Cities

Highly detailed and accurate 3D urban landscapes

HERE Premier 3D Cities is a premium content product offering detailed, customizable, and interactive 3D representations of city centers. This product has a brandable aesthetic and a clean visual style. With high-definition longitude and latitude mapping, it is primed for seamless third-party data integration.

HERE Premier 3D Cities brings to life structures and terrains with realistic scaling for instant recognition. It offers well-defined building volumes and heights, complemented by distinct color schemes, façade designs, and roofing styles. For a truly immersive experience, windows can be illuminated to simulate a nighttime view, while abstract building textures can be applied to highlight key locations.

By providing recognizable representations of key city areas, their unique elements and characteristics, HERE Premier 3D Cities addresses the demand for accurate and powerful visualization for a wide range of applications and use cases.



Key industry use cases

→ **Automotive:**

- To facilitate decision making in complex driving situations
- To enhance navigation applications and location-based services

→ **Transportation & Logistics:**

- To enhance fleet management navigation applications
- For first/last mile scenario planning

→ **Public sector**

- For site selection, land allocation and environmental impact evaluation of new projects
- To plan emergency responses

→ **Infrastructure planning:**

For effective planning of urban development, Architecture, Engineering & Construction (AEC), and Telecommunications infrastructure projects

→ **Media/Entertainment:**

For 3D data visualizations and animations in video games, films, commercials, videos, VR/AR, and Digital Twin applications



Rich and detailed

Every building and structure within our system is thoroughly indexed and addressable. This allows for isolation or highlighting of individual buildings, the attachment of additional metadata, and the application of advanced rendering and visual effects.



Accurate

Our technology offers relative geospatial and geometric precision within 1 meter. Presented in a unified visual style, our format supports effortless integration. Our data is tightly aligned to the HERE map, ensuring unparalleled accuracy.



In-house curated

Our content is curated in-house by an industry leader in mapping and location content.

Product features

3D city features

- Accurate world scale in XYZ
- Abstracted and indexed 3D objects
- Highly customizable look & feel
- Compact data footprint
- Integrates with HERE Map
- Back-references to 2D map attributes

Terrain and urban features

- 3D terrain and built environment surfaces
- Accurate elevations
- Compact vector textures for aperture patterns
- Select 3D Landmark structures

Product differentiators

Data efficiency

We store every square kilometer in small, data-sized 3D tiles, allowing for efficient streaming and rendering.

3D terrain model

This integrated feature provides elevation data for a representative depiction of a city's layout.

Accurate depictions

Our models offer remarkable realism, with buildings resembling their real-world counterparts within approximately 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.



Data formats

Cesium 3D Tiles (glTF)



Coverage

85+ cities globally
spanning ~2000 km²



Update frequency

Quarterly



Delivery

EDD

About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.