

The Future of Maps

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Increasing Reliance on Maps



THE EVOLUTION OF MAPS

Navigation

Further growth and
penetration



Mobile Usage

Usage already
pervasive, further
growth in applications



Ride Planning

New mobility services
becoming fully
mainstream



Drive Range Calculation

Introduction of
new applications
adapted to new
means of
transportation



Height



Signs/lights



Traffic



Freeway vs. City



Total Distance

Autonomous Driving

Fundamental
transformation of
our mobility

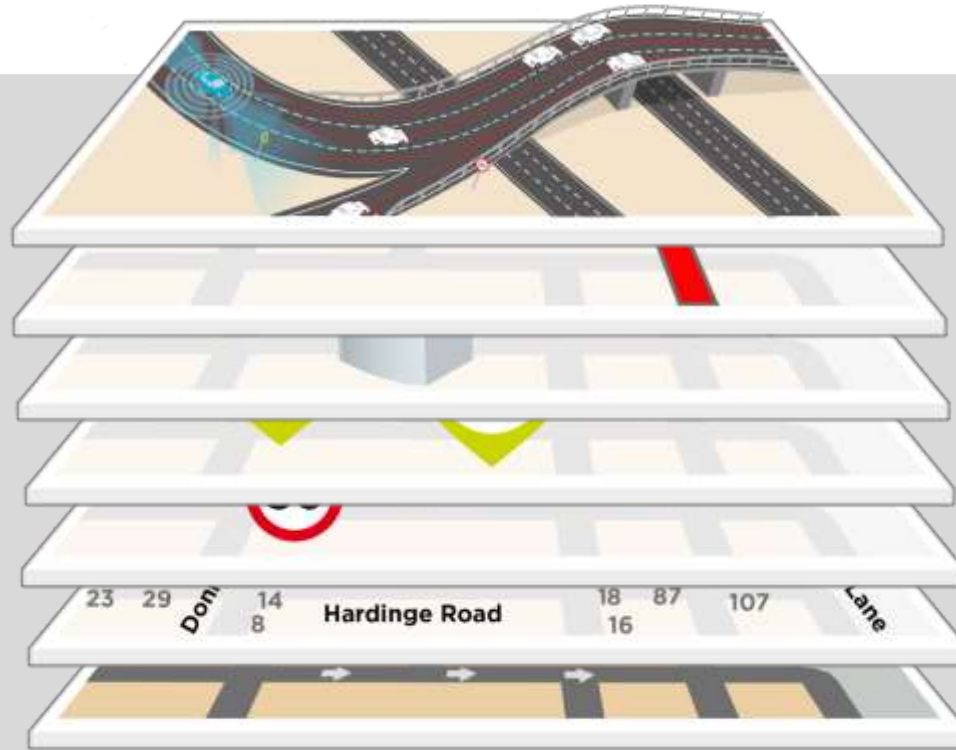


Location Enabled Cloud Services

The Internet of Things
will become
pervasive with a huge
amount of location
based applications



Map Layers and Use Cases



HD & ROADDNA

ADAS

3D

POI

TRAFFIC SIGNS

ADDRESSING

ROAD NETWORK

AUTOMATED DRIVING

DRIVER ASSISTANCE

VISUALIZATION

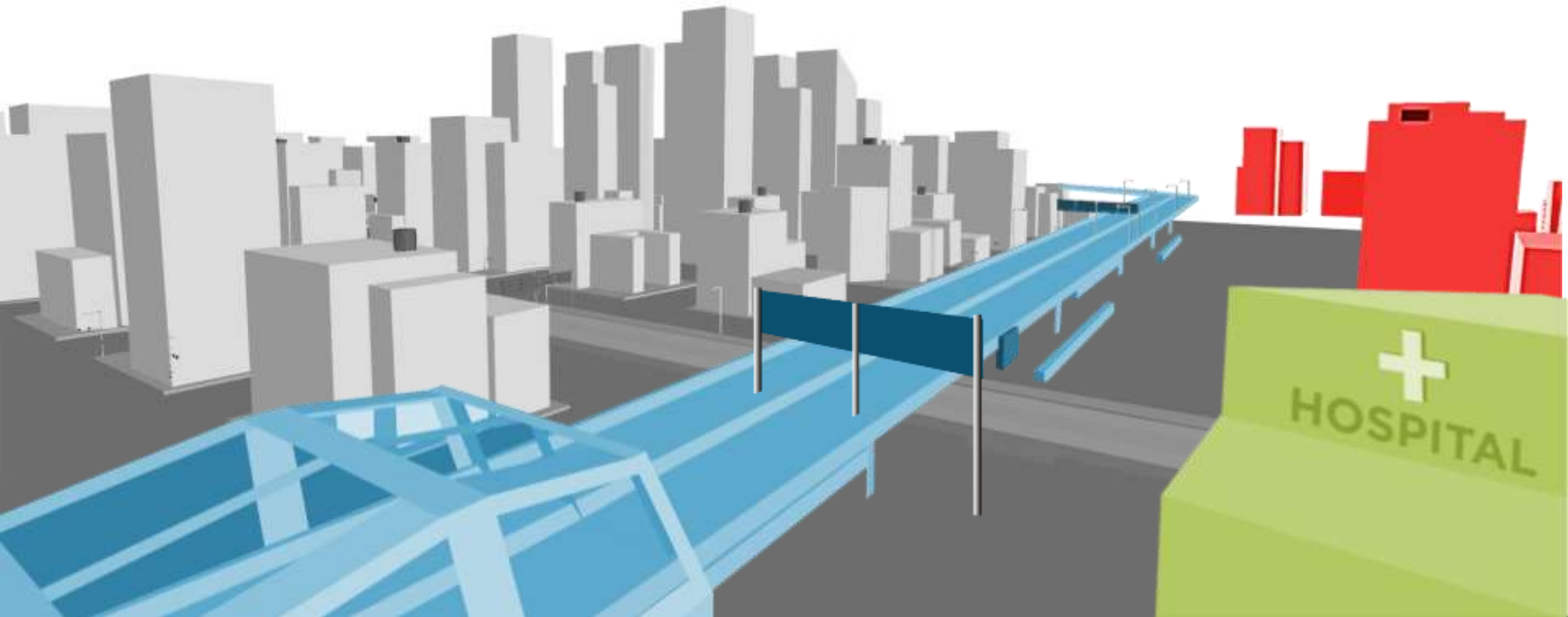
SEARCH

NAVIGATION

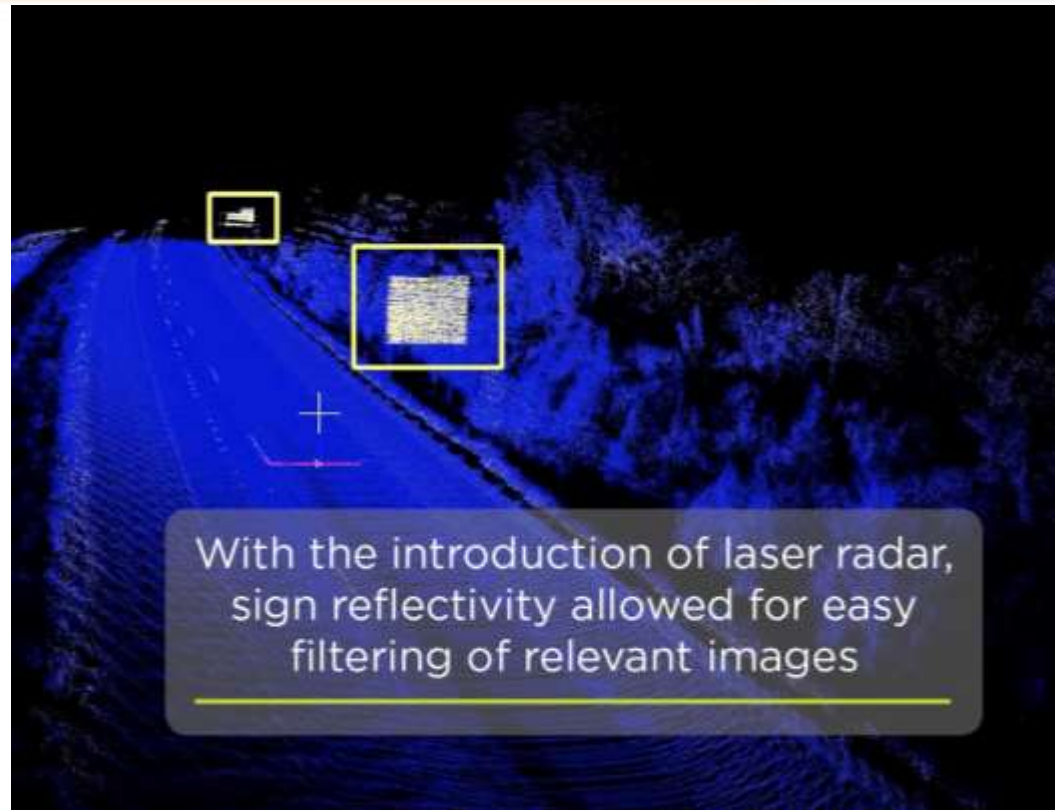
GEOCODING

ROUTING

Maps Must Keep Pace With Real World Changes



Object recognition
based on AI
becomes essential
to map making





Smart Change Detection

Mobile Mapping



Field Survey



Active Community Input



Probe Data



Authoritative Sources

TRADITIONAL METHODS

**INTELLIGENT
MAPMAKING**



Sensor Data

COMMUNITY INPUT

Increasing demand for and reliance on digital maps has fundamental implications

AI based automation becomes critical to enable:
High efficiency and short cycle times

Scalability is needed to deal with global demand and increasing content

Transactional map making platform is foundational

