

# Public Sector

Let TomTom map out a solution to improve public service

maps & content | real time & historical traffic | lbs



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# The TomTom Advantage for Public Sector

Responsibility, it is at the heart of the public sector. All decisions must be taken in the public interest and there is no better way to understand public demographics than to view them on a map.



KEY BUSINESS ADVANTAGES	
<b>Precision</b>	Benefit from content specifically designed for use in civilian and military/intelligence government applications
<b>Government Partnerships</b>	Receive the best possible map through public sector partnerships around the world
<b>Emergency Services</b>	Rely on TomTom's highly accurate and fresh street network and routing
<b>Compatibility</b>	Leverage globally FGDC-compliant metadata
<b>Assistance</b>	Reduce response times with geocoded accident and crime reports from law enforcement and transportation departments

The public sector conducts many activities supported by GIS functions which require a highly accurate map. Everything from terrorist intelligence to trash collection, tax determination to emergency response, precinct election results to Presidential campaigns. TomTom supports these needs with sophisticated service integration and industry leading production cycles. When serving the public is your ultimate goal, a map will show you the way.

# TomTom Products: Providing Content to Serve the Public

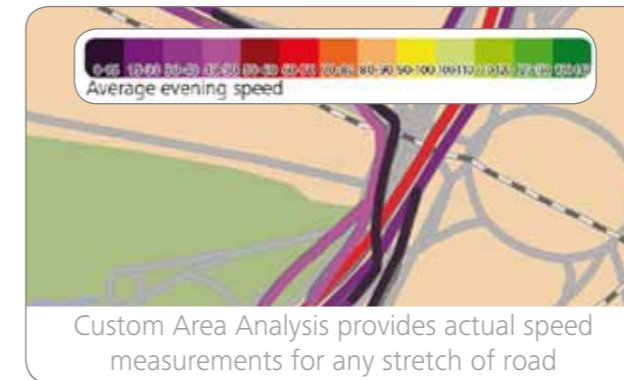
TomTom delivers a comprehensive range of map, route and traffic products to assist every aspect of your business. Highlights include:



**MultiNet** provides the richest, freshest and most accurate global road network database. It integrates turn-by-turn directions, road data including signage and intersections to get your services moving quickly and efficiently.



**HD Flow** tells you what is happening right now using TomTom's real time traffic information. For each road segment it delivers the road's identification, its total travel time and its average speed and quality. Files refresh every 3 minutes and this information is easily integrated into traffic management systems.



**Custom Travel Times** and **Custom Area Analysis**, both historical traffic products, reveal the risks travellers face every day. Specify the route or area you require and analyse it at any hour of the day, and any day of the year. Understand road usage in extreme weather conditions, when school lets out, and even the impact of holidays.



**Enterprise Traffic** provides real time congestion information solely for road stretches experiencing delays. This improves the accuracy of fastest route calculations and ETA forecasts. Accuracy is ensured with data aggregated from multiple sources.

# Connect with the Location Intelligence Experts

Innovation drives the future of location awareness. This innovation starts with the map and evolves to incorporate real time and predictive traffic information. Through innovation, TomTom keeps pace with the ever-changing world by delivering products which improve your business, drive efficiency and reduce costs. Partner with TomTom and you will have access to:



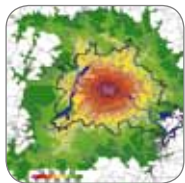
## The freshest map

TomTom coverage is updated daily using multiple sources. It extends over 200 countries and territories and encompasses more than 3 billion people and 34 million kilometres globally.



## The most accurate real time traffic information

TomTom real time traffic products create a vivid picture of traffic conditions as they evolve, keeping drivers in control of their journeys.



## The largest resource to predict traffic flow

With a database of over 3 trillion anonymous GPS measurements, TomTom historical traffic products provide analysis to predict driving behaviour across the road network.

Find out how our location intelligence can benefit you. Contact TomTom today.



## About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of location and navigation products and services focused on providing all customers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has 3,500 employees and sells its products in over 40 countries.

TomTom Licensing is the division of TomTom dedicated to delivering relevant, fresh and high-quality digital maps, and dynamic content, to a wide range of business customers. Our product portfolio includes the world's freshest digital maps covering over 200 countries and territories globally, as well as the most accurate real time and historical traffic products.

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