

Internet

How TomTom Geospatial Solutions help your business



maps & content | real time & historical traffic | lbs



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Internet

The growth of websites and social media platforms is skyrocketing and they increasingly rely upon location to enhance their experience to customers.

TomTom delivers most accurate and freshest digital mapping in the world. It is built upon global road networks, the very threads which tie the world together, and since 2006 we have collected anonymous GPS measurements from our tens of millions of users. To date over Four Trillion GPS observations have been compiled a number which is growing by the billions each day.

This makes TomTom uniquely placed to lead the evolution of the modern Internet and the sole source of such powerful observation-based products.

BENEFITS

Online mapping and routing online

Provide the best location and travel experience to your users

Display Real time traffic

Improve customer experience with the most efficient routing

Place Information

Add location content to social media

Location Tagging

Automatically add a location or place name to social media statuses



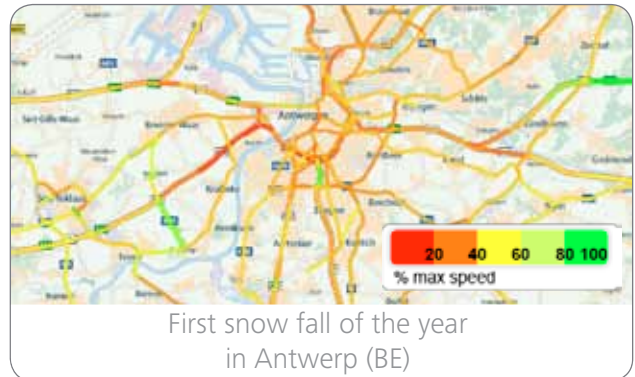
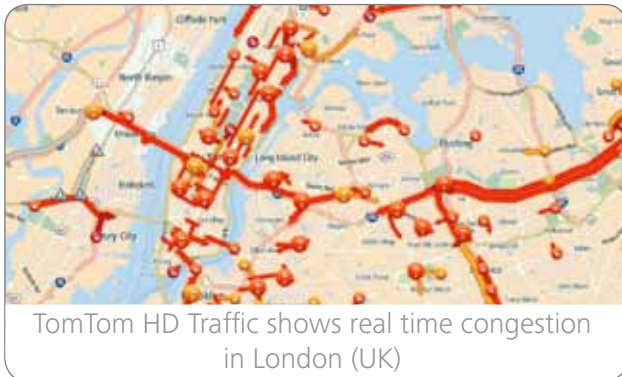
Products

TomTom delivers a comprehensive range of high quality maps, route and traffic information for your projects:



High Quality Digital Maps - provide the richest, freshest and most accurate global road network database. They integrate turn by-turn directions, road data including signage and intersections to get your business moving quickly and efficiently.

Address Points - TomTom delivers the ultimate in geocoding accuracy for your business by pinpointing discrete, actual street addresses to physical buildings or property parcels. By constantly seeking and incorporating address data from many private and government sources TomTom is delivering a highly relevant and high resolution dataset for address geocoding.



TomTom HD 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.

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, total travel time, average speed and quality. Data is easily integrated into traffic management systems.

20 years of innovation and geospatial expertise available to the Internet Sector

We are a map making company with over 20 years' expertise. Continuous investment and over 2,000 persons help us provide the freshest and most accurate maps with best-in-class safety and attributed navigation.

Our unique 'hybrid' map-making delivers content of certified quality. We use an innovative approach which combines traditional sources such as satellite imagery, field surveys, mobile mapping vans and fleets with rigorously controlled community input.

Consequently TomTom has delivered industry leading traffic information to governments, enterprises and consumers since 2006. The following key assets will prove invaluable to your projects:

An exceptionally large number of live (community) input sources:

- Millions of connected GPS devices + 80 million GSM probes + millions of government road sensors + thousands of journalists collecting incident information.
- This large number of data sources leads to greater accuracy, increased confidence in data from our users as well as a better customer experience.

Ability to publish data on any road:

- Thanks to our OpenLR technology, TomTom can describe incidents or congestion on any road on any map, including secondary roads.

Mature and proven fusion engine:

- Class leading traffic information.

Frequency of data:

- Every second new road data is received
- Every 30 seconds the traffic status is updated
- Every minute (or less) all data is made available to our customers

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