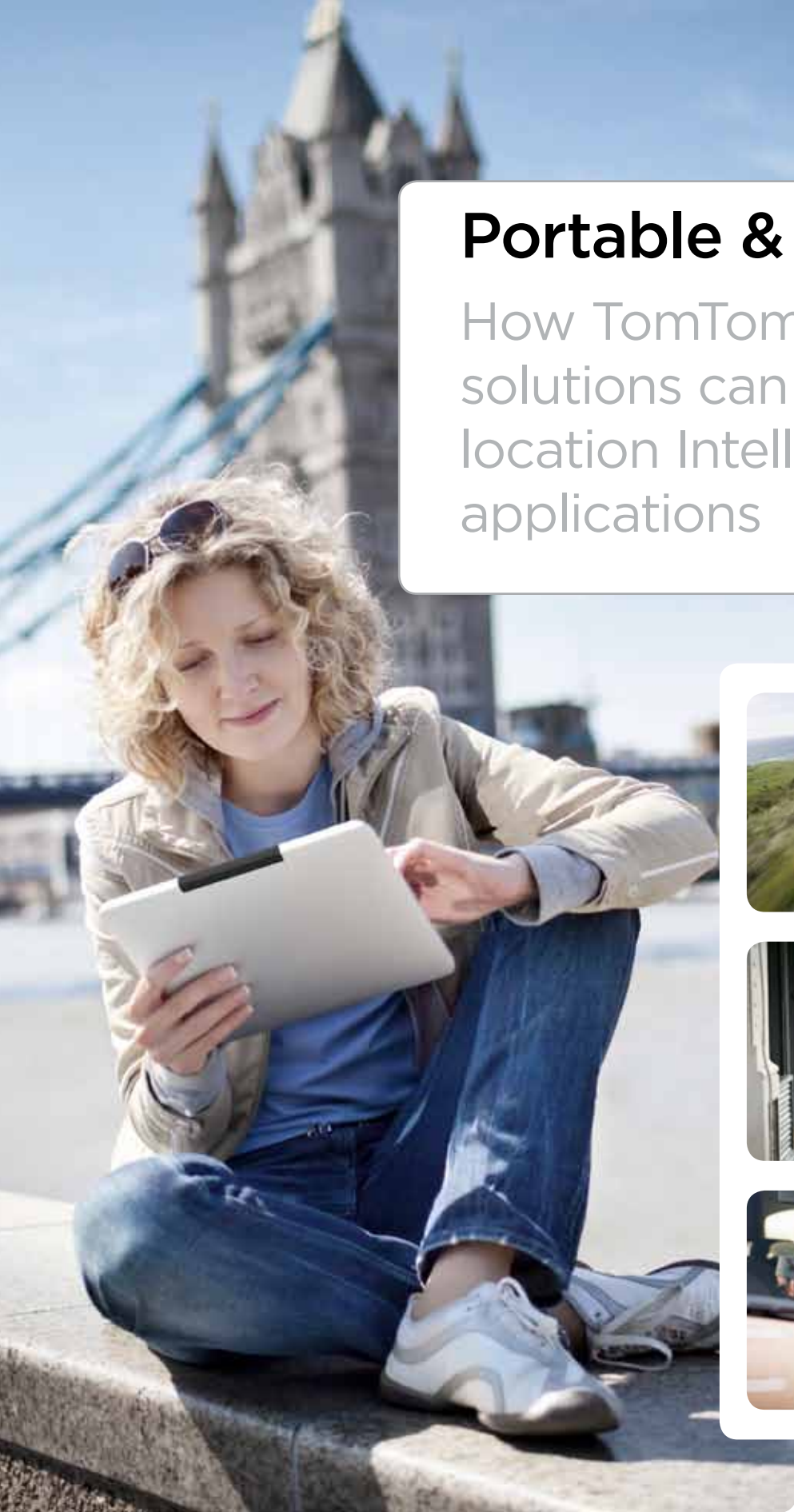


Portable & Wireless

How TomTom geospatial solutions can help bring location Intelligence to your applications



maps & content | real time & historical traffic | lbs

TomTom 

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Portable & Wireless

The Portable and Wireless market includes PNDs, Smartphones and Tablets, and the ecosystems and main channels that support these devices – app stores and operators. They, along with established equipment such as digital cameras, watches and MP3 players, are all beginning to take advantage of location content. TomTom is able to deliver location content and services to all these devices and has a network of partners across the ecosystem.

TomTom’s unique hybrid map-making process combines enterprise grade quality with the scalability that comes from millions of PNDs and other mobile devices on the road, collecting billions of GPS observations daily

In addition to maps, technology powered by TomTom can deliver best in class Live Traffic information, Routing and Geocoding capabilities and Turn-by-Turn navigation solutions.

BENEFITS

Map Data for PNDs

Real time traffic data for PNDs

Turn by turn navigation on smartphones and tablets

Real time traffic data on smartphones and tablets

Routing and Geocoding solutions for your application

Map display, POI’s & geocoding for digital cameras



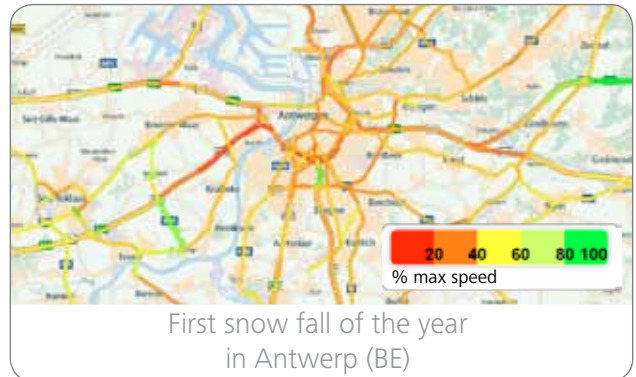
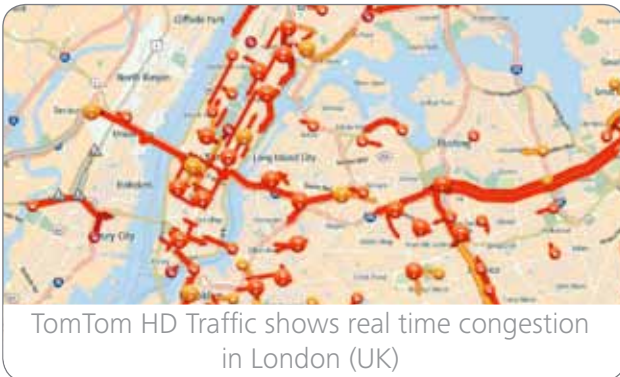
Products

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 Portable and Wireless 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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