



One device, endless possibilities

~ New technologically advanced navigation device to make relevant real-time services accessible for all ~

Amsterdam, 27 April 2010– TomTom today previews the GO LIVE 1000, the first in a whole new generation of navigation devices, designed to bring real-time services to millions of drivers.

The new TomTom GO LIVE 1000 is the first TomTom product completely designed for connectivity. Based around a powerful ARM 11 500 Mhz processor, the device also showcases a new Webkit-based user interface and the latest capacitive touch screen technology.

The software and service delivery platform have been optimised for rapid integration of third party applications and easy localisation to match the needs of specific markets or applications. The back end server systems have been completely redesigned, allowing effortless delivery of rich content and downloadable applications, via cable or over the air. All this also makes the TomTom GO LIVE 1000 future proof. It will be much easier than ever before to receive the latest content and relevant information instantly.

Working with partner Vodafone, TomTom has pioneered an innovative new business model, delivering real-time connectivity seamlessly across 33 European countries for the first time. With the GO LIVE 1000 there is no need for subscription or activation, as a full year of services* is now included with the device. This suite of services includes TomTom HD Traffic™, mobile speed cameras and local search in 16 countries.

New routing

TomTom is committed to providing motorists with the best routing technology possible, developing industry firsts IQ Routes™ and HD Traffic™.

For the new platform, TomTom engineers were tasked to design a new routing algorithm that continuously scans the road network for the fastest routes, using these layers of navigation information. This has resulted in a patented super fast routing algorithm that sets new standards in accuracy and speed. And user interface enhancements give drivers a better visual understanding of traffic conditions.

Complete new look and feel

The new user interface and application logic has been much improved. To existing TomTom users, the product will have the familiar TomTom feel, being easy to use and rich in features, but it does that in a much richer graphical environment. The new capacitive touch screen offers crystal clear graphics at high resolution.

"Our customers are relying increasingly on their navigation devices and it is no longer about the destination alone, but also very much about the journey itself", said Corinne Vigreux, managing director TomTom. "The GO LIVE 1000 has been designed to make the journey a relaxed, predictable, safe and enjoyable experience. Thanks to our technologies we know the road ahead and what is happening on the journey. The GO LIVE 1000 will get our customers to their destination easier, safer and faster than ever before."

Richer and more detailed maps, covering two million kilometres more roads and addressable locations across 45 European countries, ensure drivers never have to waste time looking for valuable information regarding their route. Also, a new Park Assist feature automatically informs drivers of car parks near their destination.

*Availability of services will vary per country

Availability

The TomTom GO LIVE 1000 will be available in the summer.

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Notes for editors

IQ Routes

TomTom IQ Routes applies the historical travel time experience of millions of drivers to calculate the fastest route possible. The technology

is based on historical speed measurements for every time of day, one for every road segment, from large motorways to small local roads. In up to 35% of all cases, the use of IQ Routes results in driving a faster route, saving significant travel time as well as money and fuel.

HD Traffic

TomTom's HD Traffic service is based on the anonymous measurements of ordinary mobile phones moving through the network. A significant proportion of mobile phones on the move are in cars. Analysis of these results gives accurate traffic information for all major and secondary roads. The HD Traffic service is further enhanced with information from TomTom users who wish to share their travel time information anonymously with other users. This contributes to the accuracy and granularity of this unique service. It gives a much more accurate traffic information resource than traditional systems and for much larger territories.