TomTom

TomTom launches Custom Travel Times at the 2010 ESRI International User Conference

Custom Travel Times provides governments and enterprises access to TomTom's traffic database to enable precise infrastructural planning and road network analysis

ESRI User Conference, San Diego, 13 July 2010 – TomTom, the world's leading provider of location and navigation solutions, today launches Custom Travel Times — a solution designed to give government agencies and enterprises new insight into traffic flows. TomTom provides a granular picture of road-network performance from its industry-leading traffic database.

Governments and enterprises need sophisticated traffic models to enable infrastructural planning and road network analysis. Until now, developing this data required significant time, as well as investment in infrastructure and people. Often these methods only covered main roads.

"As an authority on traffic information, TomTom's data covers millions of miles for every moment of every day. Our process generates precise content and is environmentally-friendly, as it requires no additional survey vehicles or equipment," said Anne van Houwelingen, Vice President of Traffic Solutions at TomTom. "Custom Travel Times will immediately start to save time and money for governments and enterprises."

"At the ESRI User conference (booth 2701), we will be demonstrating how Custom Travel Times works by showing, for example, a complete accessibility map of the San Diego region as well as querying typical evening peak traffic to obtain insight into bottleneck locations across selected freeways and boulevards."

Custom Travel Times

Custom Travel Times queries TomTom's database for specific routes within specific time periods to generate road usage and speed pattern reports. TomTom also has the ability to create queries that leave out exceptions like holidays, events or traffic incidents. This content can be used to plan new infrastructure, create alerts on regular congestion for the public and to analyse site locations for new construction.

How Custom Travel Times is Developed

Since 2007, more than 2 trillion consumer-driven data points have been collected from tens of millions of TomTom users worldwide. The database includes more than 15 million miles of measurements.

This historical traffic information provides TomTom with accurate content for measurement, monitoring, validation and prediction of traffic behavior. Using this content, Custom Travel Times can provide granular speed and bottleneck information.

Availability

Covering major motorways to secondary and local roads, Custom Travel Times is now available in the United States as well as Belgium, Canada, Denmark, Germany, Luxemburg, the Netherlands, Norway, Sweden, Switzerland and the United Kingdom. More countries will be added shortly.