



Enjoy the open road again with TomTom Via LIVE

~ TomTom premium satnav solution for mid-range market with hands-free calling and the first fully connected mid-range device with HD Traffic™ ~

IFA, Berlin, 02 September 2010 - TomTom today launches the brand new TomTom Via and Via LIVE, bringing the most accurate traffic information and a more enjoyable driving experience to millions. The Via and Via LIVE come with enhanced driving features, including full Voice Control and hands-free call answering as standard. Designed for people who love to drive, TomTom Via LIVE comes fully connected, providing unprecedented live knowledge of the road ahead.

With TomTom HD Traffic™ bundled free for the first year for all customers,

Via LIVE is built to get drivers through traffic quicker than any other traffic service. Moreover drivers can stay ahead with up-to-date speed camera information on both fixed and mobile cameras en route, as well as live weather updates and local Google™ business address searches.

"TomTom Via LIVE is designed to put the pleasure back into driving, with the knowledge of having the most advanced traffic information available, in a smart and simple to use device.", says John Blackett, Vice President Product Marketing from TomTom. "With Voice Control, we've taken the hassle out of navigation and added powerful new features, all of which add up to a more easygoing and enjoyable journey. Via and Via LIVE users get incredible TomTom innovation at an attractive mid-range price."

The Voice Control function makes navigation speedy and convenient. By simply speaking instructions, drivers can input their addresses, navigating more safely and freely without having to take their hands off the wheel or their eyes off the road.

Other new features include a brand new rotating mount and 180 degree flip screen allowing easy fixing to any dashboard or windscreen.

Along with all these new features, the Via and Via LIVE also come with bigger screen sizes for quick-glance navigation, faster route calculation, an enhanced new user interface, and richer maps including an additional two million kilometres of roads in Europe. All encompassed in a slim, robust and light design form for added durability and convenience.

So whatever way drivers look at it, the new TomTom Via and Via LIVE succeeds in bringing the best innovation to the road, for the ultimate in easygoing navigation.

Notes for editors

Key features of the TomTom Via and Via LIVE:

- Includes 1 year free LIVE Services (LIVE version only)
- Voice Control
- Hands-free calling via Bluetooth (optional)
- Integrated mounting with flip screen
- Richer maps, with added roadside detail
- IQ Routes™
- Advanced lane guidance
- Spoken street names
- 11cm (4.3") OR 13cm (5") touch screen
- TomTom Speed Cameras