TomTom

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TomTom announces traffic integration with Esri ArcGIS

~ Integration opens up new real-time traffic management opportunities for Esri's global ArcGIS customers ~

\Esri User Conference, San Diego: 09 July 2013 – TomTom today announces a brand new integration with Esri's ArcGIS, which provides ArcGIS users with access to TomTom's powerful real-time and historical traffic solutions. The integration enables Esri's users to develop more efficient and dependable routing, journey analysis and congestion management tools.

ArcGIS is a comprehensive system that allows people to collect, organise, manage, analyse and distribute geographic information. Now, by integrating TomTom's highly-detailed, real-time and historical traffic solutions, ArcGIS users can create new applications that deliver a greater level of intelligence regarding road network usage, travel times, driving behavior and congestion.

"The integration between ArcGIS and TomTom makes new applications possible for a variety of Esri software users," confirms Ralf-Peter Schäfer, Head of Traffic at TomTom "For example, in the government sector, the combination of TomTom Traffic and Esri products creates a cost-effective real-time traffic monitoring system for road authorities and traffic management organisations. While in the marketing sector, users can analyse the accessibility of a particular location by time of day or day of the week to calculate traffic density. We are pleased to be working with the team at Esri to give users access to our world-class traffic information."

TomTom's real time traffic creates a current picture of traffic conditions as they evolve, providing the most accurate coverage for real time traffic information in the world. TomTom's historical data products are based on the largest car centric database of more than six trillion anonymously-collected data points, providing the ability to predict driving behavior across the road network.

ArcGIS enables geographic information to be published so it can be accessed and used by anyone. The system is available everywhere using web browsers, mobile devices such as smartphones, and desktop computers.

TomTom will be exhibiting at the Esri User Conference and can provide demonstrations of its Traffic solutions: http://www.Esri.com/events/user-conference. For more details regarding the Esri ArcGIS integration, contact a member of the team or visit www.TomTom.com/licensing.