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Tele Atlas Uses Consumer Input to Add, Adjust Roads in Map Database, Marking a First for Digital Map Making

Shared community feedback gives more complete view of road network worldwide, faster path to fresher maps

's-Hertogenbosch, the Netherlands, 11 February 2009 — Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, continued to advance digital map making today with the availability of the first map database to contain new and adjusted roads based on feedback from map users.

Tele Atlas® MultiNet 2009.02 is the basis for some of the world's most used navigation devices and wireless, LBS and enterprise applications. It now contains new roads, as well as roads with adjusted geometry, detected or verified in part using real world GPS measurements on thousands of roads from TomTom Map Share customers. Map Share technology allows consumers to make instant corrections to maps directly on TomTom devices and to share information about their changes and routes to help improve the freshness of maps for all Tele Atlas map users.

"Community input allows Tele Atlas to quickly and automatically see what's happening across all areas of our database to pinpoint places where changes to the road network may be needed," said Tele Atlas Vice President of Research and Development Rob van Essen. "Once we verify such feedback through our many other sources or through field tests, we can add them to our database far faster than traditional means have ever allowed." To update its maps, Tele Atlas captures and verifies changes from more than 50,000 global sources, ranging from government documents and public safety officials to construction companies and truck drivers, as well as satellite and aerial imagery. By validating and adding contributions from individual drivers as an additional source, Tele Atlas is able to increase the total number of changes identified by its network, particularly in geographically dispersed and rural areas covered less frequently by other data sources. The launch of MultiNet 2009.02 follows the company's first database release incorporating community-provided changes in October 2008.

Images highlighting community input based on GPS measurements can be viewed at http://www.teleatlaspresskit.com. Also, to learn more about the new era in digital mapping, download the latest episode of the Tele Atlas Digital Mapping Podcast Series featuring Vice President Rob van Essen, also available at: http://www.teleatlaspresskit.com.

About Tele Atlas Tele Atlas delivers the digital maps and dynamic content that power many of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and has offices in 24 countries around the world. Today, Tele Atlas maps are developed with the insight of a community of millions of GPS system users worldwide, who are adding to the company's unmatched network of sources to track and validate changes in real time, and deliver the best digital maps and dynamic content. For more information, visit www.teleatlas.com. Tele Atlas is a subsidiary of TomTom N.V.

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