



## **TomTom and Google Maps Work Together to Send Business Info to TomTom Users**

**~ TomTom customers can now add business addresses more easily than ever ~**

**Amsterdam, 05 December 2007.** Today, TomTom, the world's largest navigation solutions provider, announced it is teaming up with Google Maps so users can search for and send business addresses directly from the Google Maps' website to TomTom devices. This results in a richer and more personalised navigation experience.

"The ability to search, find and send information from the web to a TomTom is something we have been investing in for some time now. We are pleased to work together with Google Maps on this personalization functionality," says Eric Pit , Vice President Product Management at TomTom. "This cooperation represents a major step for TomTom in meeting the growing demands of our customers for personalised content for their TomTom devices."

### **How does it work?**

Google Maps local search pages have expanded their 'Send to' feature with the option 'Send to GPS'. With just one mouse click TomTom users can instantly benefit from this service without needing to download complicated zip files.

Google Maps allows TomTom users to search for business addresses and transfer them from the Google Maps website to their TomTom device by clicking on the 'Send to GPS' button. The selected information is transferred to the TomTom device when the device is connected to the Internet via TomTom HOME, the free software application TomTom offers its customers. Drivers can then navigate to their new destination, as well as view the location on the map of the TomTom device or save it as a 'favorite' on the device for later use.

Giorgio Scherl, Product Manager at Google, adds: "We are delighted to be working with TomTom to offer this exciting new service to our users. We are constantly working to make our maps more useful so they become a one-stop-shop for finding all the local information and directions that people need."

TomTom will continue to explore partnerships with third parties to further expand the personalisation options it offers its customers and to increase the ease of use of navigation.

To view a demonstration on how it works, click here: [www.tomtom.com/page/tomtom-on-google-maps](http://www.tomtom.com/page/tomtom-on-google-maps)