



VIA Transforms Traffic Engineering Studies with Tele Atlas Speed Profiles

Optimal Routes and More Accurate Estimates of Travel Time Available for Government Organizations Such as Road Authorities, Policy Makers and the Police

Amsterdam, 23 September 2009 - Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, and VIA, a consulting agency specialized in traffic engineering advice and practical software applications in the fields of traffic and transport, have signed an agreement whereby VIA is using Tele Atlas' unique Speed Profiles in ViaStat, a leading platform for traffic engineering and traffic management.

With Tele Atlas Speed Profiles, which includes data derived from more than 700 billion speed measurements, in ViaStat gives users unprecedented insight into real-world road traffic speeds. The highly granular 5-minute profiles and extensive road network coverage support better analysis of traffic flow, travel time, average road speeds and other traffic management scenarios. With updated data, Dutch government organizations, including policy makers, road authorities and the police, leveraging the information are able to adapt, with the aim of improving road safety, accessibility and the environment, and to monitor and evaluate the impact of the measurements more quickly.

Tele Atlas Speed Profiles are updated quarterly with the latest consumer driving patterns to provide true average speeds on individual road segments. To ensure a high level of accuracy, roads available in Tele Atlas Speed Profiles have been driven and measured on average more than 2,000 times at different times and during different days of the week. The information is available for ViaStat users through online subscription at www.via.nl and can be accessed with a single login code.

At the ITS World Congress in Stockholm (22-25 September), Via will demonstrate the Tele Atlas Speed Profiles in ViaStat in stand K20.

About VIA

Based on 25 years of wide-ranging and in-depth expertise, VIA offers traffic consultancy services for sustainable and safe roads. Using innovative software applications and with its team of enthusiastic consultants, VIA transforms contemporary traffic issues into practical applications for government agencies. Knowledge is the common theme in all our work, which is why VIA works closely with partners such as knowledge institutes, road authorities and data providers. For more information, visit www.via.nl.

About ViaStat

ViaStat is an internet platform for traffic analysts. The various ViaStat applications focus on traffic safety, accessibility and livability. The tools available within ViaStat support road authorities, policymakers and the police in their day-to-day activities, by combining the most relevant traffic data, such as accidents, speeds, road characteristics or survey results. ViaStat also supports communication between road authorities and road users, for example in the case of roadwork or events.

The traffic analysts at VIA have built up their knowledge within the demanding Dutch traffic environment; knowledge which they have then recorded in the specific modules. A subscription to ViaStat means you have the data, knowledge and applications at your fingertips necessary for intelligent traffic management. ViaStat is run based on the Software as a Service (SaaS) principle.

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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 27 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, please visit www.teleatlas.com or <http://investors.tomtom.com/index.cfm>. Tele Atlas is a subsidiary of TomTom N.V..