



Tele Atlas Unveils First Gradient and Curvature Product to Enhance In-Vehicle Navigation and Safety

Tele Atlas ADAS Brings New Quality Level to Eco-routing and Vehicle Safety Applications, Helping Drivers Save Money, Better Protect Themselves and Their Families

Las Vegas, Consumer Electronics Show, 6 January 2010— As drivers face more challenges on the roadways than ever before—less time, more traffic, high fuel costs and other rushed, distracted drivers trying to multitask in their cars—automotive companies are developing the next generation of in-car systems intended to maximize safety and improve operating efficiency. Known as Advanced Driver Assistance Systems (ADAS), these systems seek to modify driver or vehicle behavior to create a safer, more economical and more natural driving experience.

Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, is meeting the demand for ADAS systems with Tele Atlas® ADAS – the first gradient and curvature enhancement product to use community input and other authoritative sources to develop maps that can power a new generation of eco-routing, vehicle safety applications and ADAS solutions.

Tele Atlas ADAS, unveiled today at the Consumer Electronics Show in Las Vegas, includes gradient, road curvature and ADAS-quality geometry that can be used to create a variety of ADAS-level applications, including eco-routing, adaptive cruise control, energy management, headlight steering, road preview and curve warning. These solutions are highly valuable to drivers. They can issue speed warnings if a vehicle is going too fast for an upcoming curve, improve the performance of Cruise Control and Automatic Cruise Control to take into account upcoming curves and off-ramps, or improve fuel economy by using information about hills and real world speeds to manage energy usage.

"The most powerful ADAS solutions will dynamically combine map, behavioral and environmental data," said Jonathon Husby, Tele Atlas Vice President of Automotive, Transportation and Telematics. "Tele Atlas ADAS marks a major step forward for safety and eco routing applications because our products will replace inference with experience. They fill the gaps between static road data and the rich patterns of natural human behaviors to deliver the most accurate ADAS content possible. Now the true benefits of ADAS applications can finally be realized."

The development of ADAS quality applications has traditionally been restricted by the high cost of data collection. Tele Atlas' strategy is to combine four different data collection techniques, including anonymous community input from the largest GPS data collection community in the world, to create high quality ADAS products. Tele Atlas ADAS is the first product to use this approach and provides 10 separate quality levels, most of which exceed the standard ADAS accuracy specification. Tele Atlas maps also set the new standard for map accuracy for geometry alignment, with community input helping the company perfect its maps worldwide to the highest industry standards. This real world data allows Tele Atlas customers to develop solutions that help drivers navigate with safe and efficient guidance on more roads, and with greater accuracy, than ever before.

Tele Atlas ADAS provides an array of attributes on a much larger selection of roadways than previously possible, with coverage on major roads and in large metropolitan areas as well as on smaller roads where most serious accidents occur. It is now available in pilot release and includes high level road coverage across 19 countries: the United States, Canada, Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, United Kingdom, Australia, Malaysia, New Zealand, Singapore, and Thailand.

To learn more about Tele Atlas ADAS, download the latest episode of the Tele Atlas Digital Mapping Podcast Series available at: <http://www.teleatlaspresskit.com>.