



TomTom Delivers U.S. Census Beta Product to Enable Seamless Data Integration by Industry Partners

Esri User Conference 2011, San Diego, CA, July 12, 2011 – TomTom announces the beta release of the 2010 U.S. Census block boundary product. By being the first to market with this critical information, TomTom enables its partners to begin analyzing the impact of the Census 2010 integration on their processes and products months in advance. The full release of Census data is scheduled to be completely integrated and available in the December release of the TomTom MultiNet digital map product suite.

The block boundary beta product provides nationwide coverage of Census block boundaries in shapefile format. By applying proprietary rubber-sheeting technology, the beta product data aligns with the MultiNet database to allow users to effectively conduct before and after analysis of the redefined Census geographies. By providing this block boundary beta product, TomTom is equipping partners with early insight into the integration required when compiling the 2010 Census data, including more than 11 million Census blocks.

"The Census block boundary beta product is evidence of TomTom's commitment to partners in the enterprise segment," said Dan Adams, Vice President of Product Development for TomTom Licensing. "TomTom recognizes the potential challenges that integration of this data presents and is eager to collaborate with its partners to ensure a successful, seamless transition to the new Census definitions."

The December release of MultiNet products will not only include fully integrated 2010 U.S. Census data, but also significant enhancements in the map database, including the addition of new streets and addresses.