



## **TomTom and Swisscom sign agreement to bring High Definition Traffic (HDT) to Switzerland**

**~ On target to make HD Traffic™ available to 50% of TomTom's installed base in Europe by the end of 2008 ~**

**Amsterdam, the Netherlands, 25 March 2008** - TomTom, the world's largest navigation solutions provider, today announces that it will be exclusively working with Swisscom (Schweiz) AG to bring TomTom High Definition Traffic (HDT) to Switzerland. HD Traffic™ is TomTom's unique patented, traffic information system that delivers a new superior level of travel time information to customers.

The ground-breaking technology behind HDT uses anonymously collected and processed traffic data using multiple sources and techniques to calculate travel times and recalculate routes. As well using traffic data generated by the movement patterns of mobile phones in cars, via the Swisscom mobile phone network TomTom HD Traffic™ also incorporates third party information provided by traffic authorities and road operators.

As a result, customers receive the most accurate arrival and delay times that are constantly updated to reflect the current traffic situation. The service is expected to be launched in Switzerland in the second half of 2008.

"Personal navigation is more than just getting drivers from A to B", says Harold Goddijn, TomTom's chief executive officer. "By providing users with intelligent route information through innovative technologies such as HD Traffic, drivers receive faster, more accurate and more complete traffic information than previously available, so they can avoid unnecessary delays and be in control of their daily route planning again."

Georges Schlegel, Head of Customer Experience Design, Corporate Business, Swisscom (Switzerland) Ltd: "Swisscom strives to enhance and simplify many different aspects of everyday life – not least through innovations in the field of mobile communications. The unique quality of our mobile phone network, coupled with the innovative new TomTom traffic information system, provides road users with the precise information they need so they can make efficient and effective use of the road network. We're there for our customers – because we don't want them getting stuck in traffic jams".

TomTom HD Traffic is already live in the Netherlands. Agreements with Vodafone UK, Vodafone D2 in Germany and SFR in France have been announced previously. TomTom is on target to make HD Traffic available to 50% of TomTom's entire installed base in Europe by the end of the year 2008.