



## **Smart, faster, stronger: The TomTom GO LIVE "super satnav" range has arrived**

**~ Next generation innovation meets world class traffic technology, putting drivers in the fast lane ~**

IFA, Berlin, 02 September 2010 – TomTom today announces the availability of its high-end GO and GO LIVE range, packed with hot new features and super-charged with HD Traffic™ information. Introducing the TomTom GO and GO LIVE 1000, and the TomTom GO and GO LIVE 1005 with larger 13cm (5") screens.

"Our new flagship GO and GO LIVE 1000 range is the future of driving," John Blackett, Vice President Product Marketing at TomTom. "With functions like a finger-friendly touch screen, HD Traffic information with the LIVE versions, slick magnetic mount, speedier route calculation and our richest maps yet, these super satnav devices will get drivers to their destination faster, safer and smarter than ever before."

The fully connected GO LIVE 1000 range has been built for people who love driving, but who hate traffic. With free HD Traffic for a year, drivers now gain access to the most accurate traffic information available, to outsmart the jams and always arrive on time and stress free. The powerful LIVE Services bundle also includes Speed Cameras, providing mobile and fixed speed camera alerts, helping drivers stay safe and avoid fines, while Local Search with Google™ helps pinpoint shops and businesses in the area. And drivers don't have to worry about the weather spoiling their plans – this smart device range receives up-to-date local and five-day forecasts courtesy of TomTom Weather.

The GO and GO LIVE 1000 is TomTom's first device range to feature the capacitive Fluid Touch screen which lets drivers pinch to zoom in and out of maps, or scroll through menus with the tips of their fingers. The screen responds intelligently and sensitively to even the lightest touch, making interaction more responsive than in any of its predecessors. And combined with an extra-wide touch screen measuring 13cm (5"), the GO 1005 features the clearest view on the road ahead with even easier operation and functionality.

For a quick start to the journey, TomTom has created the new Easy Click magnetic mount. Docking and undocking is now easier than ever – even with just one hand. In fact, simply holding the device against the mount glides the TomTom GO LIVE simply into place.

And there's more: a powerful, super-fast computer processor allows speedier route calculation, while richer maps with IQ Routes™ uses real speed data collected from millions of users to calculate accurate travel and arrival times. Plus every device comes with new, richer maps covering two million kilometres more roads across 45 European countries and more graphical details. These include even richer Points of Interest data – including business phone numbers and opening times – putting even more local information at the drivers' fingertips.

Combining cutting-edge features and enhanced usability, the new TomTom GO 1000, GO LIVE 1000, GO 1005 and GO LIVE 1005 devices really signal the arrival of the "super satnav".