



## **TomTom Enables Greater Efficiency and Cost Savings for Governments and Enterprises with Custom Area Analysis**

**ITS Europe, 7 June 2011** – TomTom introduces Custom Area Analysis, a new traffic solution, at the European ITS Congress in Lyon. By providing a view of what is happening on the total road network, Custom Area Analysis is an easy to use and cost effective solution enabling governments and enterprises to save valuable resources and more efficiently manage their local road network.

Leveraging TomTom's historical traffic database of more than 3 trillion data points, collected anonymously, Custom Area Analysis provides actual driven speeds and accompanying statistics on any stretch of road over any period of time and day. Custom Area Analysis output is available through the Traffic Stats web portal, making it possible to more efficiently analyse road conditions and traffic performance through before and after studies as well as traffic modeling in most industry standard applications.

*"TomTom is making it possible to see the big picture in traffic planning and road network optimisation with Custom Area Analysis," said Maarten van Gool, Managing Director of TomTom Licensing. "By extending our portfolio of historical traffic products, we are further positioned to collaborate with governments and enterprises to ensure optimal performance on the road network globally."*

Custom Area Analysis provides accurate traffic information for a wealth of travel related studies including accessibility analysis for geo-marketing and road improvement plans for traffic engineers and planning authorities. With broad coverage, detailed granularity and a significant sample size, Custom Area Analysis is a cost effective solution that does not require any additional roadside equipment or field surveys. Additionally, detailed reports are available within a 24 hour period making data analysis possible with a few simple clicks.

For further information about our traffic products, visit: [http://www.tomtom.com/landing\\_pages/traffic\\_solutions/web/index.php](http://www.tomtom.com/landing_pages/traffic_solutions/web/index.php)