TomTom Delivers Real Time Traffic Products for Belgium, France and the UK to Industry Partners

ITS Europe, 7 June 2011 – TomTom extends its portfolio of real time traffic products for industry partners, adding coverage for Belgium, France and the United Kingdom which brings the count to 14 countries globally. Real time traffic products can significantly benefit a range of industries: Governments and traffic planning agencies can reduce costs by eliminating the need to install or maintain fixed measurement systems and by more efficiently using the existing road network; Fleet companies can save money by ensuring their vehicles spend less time in traffic and get to their destinations faster.

TomTom real time traffic products contain information from multiple data sources, including connected navigation devices, mobile phones, road sensors and real time incident data. TomTom combines this anonymous information to produce real time traffic products using proprietary and tested methods.

"TomTom is happy to announce the extension of our real time traffic product portfolio to include three important countries in Europe," said Maarten van Gool, Managing Director of TomTom Licensing. *"Our real time traffic products are more accurate, cover more roads and deliver a higher update frequency on highways, major roads and secondary roads, making them the most competitive products on the market. By extending coverage, TomTom is positioned to create partnerships that ensure the most efficient use of the road network and will enable reduction of traffic congestion globally."*

TomTom real time traffic products can act as stand-alone traffic monitoring and reporting systems or be incorporated into navigation solutions or routing tools developed to help better manage traffic. The real time traffic portfolio includes:

- **Enterprise Traffic**, which provides precise locations and delays caused by congestion on the road network, allowing routing programs to provide the fastest route based on actual current travel times;
- **HD Flow**, which delivers a real time, detailed view of traffic speeds on the entire road network, designed for easy integration into traffic management systems or calculating current routing travel times;
- **HD Route Times**, a turnkey solution providing highly accurate real time travel and delay times for a specific route either on a temporary basis or for permanent solutions.

For further information about our traffic products, visit: http://www.tomtom.com/landing_pages/traffic_solutions/web/index.php

Note for Editors

Real time traffic products are available to industry partners in 14 countries: Austria, Belgium, France, Germany, Ireland, Italy, the Netherlands, New Zealand, Portugal, South Africa, Spain, Switzerland, the United Kingdom and the United States. Additional countries will become available to partners in the course of 2011.