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TomTom supports Intel and Opening Ceremony's Wearable Technology Introduction

Amsterdam, 19 November 2014 – TomTom (TOM2) has been selected by Intel and Opening Ceremony to provide Location Based Services for the [MICA, "My Intelligent Communication Accessory"](#).

TomTom will provide real-time location information to power the MICA bracelet's personal concierge feature. The feature provides real-time location information so that users can receive estimated time of arrivals to precise locations, as well as intelligent 'Time to Go' reminders that take into account the time to leave to reach the next appointment.

"This deal shows that TomTom innovation is helping lead the wearable tech experience for consumers," said Charles Cautley, Managing Director of TomTom Licensing. "Our technology, content and resources enable business customers, such as Intel, to deliver the most accurate location-based services available today."

"MICA converges fashion and technology with technology features and functionality that complement and enhance a woman's work and social life," said Ayse Ildeniz, Vice President and General Manager of Intel's New Devices Group. "With intelligent reminders ('Time to Go') powered by TomTom, MICA enables women to stay on top of their calendar."

TomTom's Location Based Services enable wearable tech developers and users to easily integrate location information for accurate search and navigation results.

The new MICA bracelet will be available in early December exclusively in the U.S.

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