



September 26, 2016

TomTom showcases precise localisation capability with live demo of its HD Map and RoadDNA products

26 September, 2016 – TomTom ([TOM2](#)) today announces the European debut of its Localisation Demonstrator, a new demonstration device that leverages its HD Map and RoadDNA technology to provide accurate and robust lane-level localisation of a vehicle. The device, using sensors expected in autonomous vehicles, combines TomTom award winning autonomous driving content with TomTom correlation software to demonstrate the precision of our data, and the ability to perform real-time lane positioning.

“We’re excited to be able to invite our customers and the media to experience the powerful nature of our autonomous driving products via our new Localisation Demonstrator,” said Willem Strijbosch, Head of Autonomous Driving at TomTom. “By providing a live view of how our HD Map and RoadDNA products work, we believe we will be able to illustrate our product innovation while also elevating the level of engagement with our automotive partners.”

To experience the power of our Localisation Demonstrator and learn more about TomTom’s autonomous driving product offering, visit booth#104, Hall 3 at the Paris Motor Show. Or, watch a video of our localisation capabilities @ <https://youtu.be/86U4sxCpRf8>.

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