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Cambridgeshire County Council selects TomTom's HD Flow

Amsterdam, 23 October 2012 – TomTom today announces that Cambridgeshire County Council's traffic management team has selected TomTom's HD Flow to ensure that residents and visitors to the county have access to the most accurate, comprehensive and up-to-date traffic information to help avoid unnecessary congestion.

Cambridgeshire County Council's team is using TomTom's HD Flow data to monitor congestion and journey times in order to react to any issues that may be occurring on the roads and alert drivers through the highway systems. A website is also launching later in the year so residents and visitors to the county can access traffic data at any time.

According to a recent independent study by the German Aerospace Centre, DLR, TomTom's traffic information saves commuters 50 minutes of travel time per week or approximately 40 hours per year¹. With HD Flow, people visiting Cambridgeshire will be alerted to potential issues via the road displays and can therefore select the best alternative route to their destination.

County Council Cabinet Member for Community Infrastructure, Councillor Tony Orgee, said: *"With TomTom's HD Flow, we get the best traffic coverage to ensure we can communicate updates and alerts via road-based signs to people travelling on Cambridgeshire's roads. This enables us to not only quickly react to any issues and offer guidance to road users, but also to analyse traffic patterns over a period of time, which will help towards future planning of the county's highways."*

Darren Cottage, Strategic Manager UK and ROI, TomTom Licensing, added: *"We believe that by choosing to work with TomTom to support its congestion reduction strategy, Cambridgeshire County Council is demonstrating to other councils just how real-time traffic solutions can be integrated into existing traffic management schemes to help keep one step ahead of incidents or potential build-up and ultimately help keep the region's traffic flowing smoothly."*

TomTom HD Traffic combines information from multiple data sources, including connected navigation devices, mobile phones, road sensors and real time incident data to produce the most accurate, comprehensive and up-to-date traffic information for dynamic routing.