



TomTom provides University of Sunderland with HD Traffic

Amsterdam, 06 December 2011 – TomTom will provide students, teachers and visitors at the University of Sunderland with **real time traffic information**. Congestion information will be displayed on screens across the two campuses and aired over the university's radio service. In addition **TomTom HD Traffic** will be included on the university's website.

The University of Sunderland is one of five universities in the North East of England and some of its staff and students travel into Sunderland from other parts of the region, some more than 20 miles one-way.

"Our staff, students and visitors will benefit from reliable up-to-the-minute traffic updates from TomTom's HD Traffic which will allow them to plan their journeys and avoid any problems," says Graeme Robinson, Head of Campus Services at the University of Sunderland.

TomTom HD Traffic provides highly accurate traffic information of the complete road network based on the information of over 80 million mobile probes and 1.4 million TomTom LIVE satnav users. Updates are provided every two minutes and as soon as a delay occurs TomTom suggests an alternative, faster route if one is available.

For more information on HD Traffic visit: <http://www.tomtom.com/services/service.php?id=89&tab=154>