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Creative Mobile Technologies to use TomTom BRIDGE in taxi fleets across North America

~ Solution to improve taxi dispatch, monitoring and location alerts ~

New York, USA– November 17, 2015 – Creative Mobile Technologies, LLC (CMT) today announces that it has partnered with TomTom, a global leader in navigation and mapping products, to deploy TomTom BRIDGE in taxi fleets across North America to improve dispatch, monitoring and customer pick up alerts. TomTom BRIDGE is a rugged navigation device built for vehicle fleets that seamlessly connects business applications with TomTom maps, traffic, and navigation software.

By combining CMT's mobile driver apps and taxi metering functionality with the [TomTom BRIDGE platform](#), CMT can send destinations directly to the navigation device, display other taxi cab locations on the map, and alert drivers to customer pick up locations. TomTom BRIDGE is also integrated with mobile payment equipment in the taxis, so customers will see real time map and meter data on a large screen.

"We are excited to be working with the CMT Group, the world's largest taxi technology solution provider," said Jocelyn Vigreux, President of TomTom, Inc. "TomTom BRIDGE is an ideal solution for taxis and will deliver an easy and flexible solution to help CMT's taxi fleets work more efficiently, saving time and money."

Built for life on the road, the TomTom Bridge device has a solid industrial design, 7-inch screen, fully customizable Android interface and powerful Qualcomm Snapdragon processor. The device comes with lifetime TomTom Maps and TomTom Traffic. It includes innovative hardware features such as Near-Field Communication*, an integrated camera*, Wi-Fi (WLAN Connectivity), Bluetooth, a loud speaker for vehicle use, and a custom charging cradle that can be mounted in a wide variety of vehicle configurations.

"We are thrilled to be partnering with TomTom," said Kevin French, Managing Director at CMT. "The TomTom BRIDGE provides our customers with another tool that empowers their drivers. As the industry rapidly introduces new technology, the requirement to have accurate and reliable ETAs for passengers is critical. The best-in-class on-board mapping and navigation combined with a rugged, purpose-built device allows drivers to make time sensitive driving decisions to ensure the ultimate passenger experience."

TomTom Bridge will be available to CMT customers immediately across North America.

*NFC and Camera are available on the BRIDGE Premium Device