



September 15, 2015

TomTom and Tech Mahindra Collaborate for Connected Car Solutions

~Pedestrian Detection App will Reassure Professional Drivers~

IAA, Frankfurt –15 September, 2015 [TomTom](#) (TOM2) and [Tech Mahindra Ltd](#), a specialist in digital transformation, consulting and business re-engineering, today announced that they have joined forces, to showcase their full line-up of Advanced Driver Assistance Systems (ADAS) services. The partnership will create an innovative portfolio for the Connected Car market, leveraging the specialist knowledge and capabilities within each company. TomTom and Tech Mahindra will jointly showcase expert demonstrations and innovative use cases at [IAA New Mobility World](#).

Tech Mahindra's ADAS offering, the revolutionary Pedestrian Detection solution, is enabled by the [TomTom BRIDGE](#), a hardware platform that seamlessly connects business applications with TomTom technology. The built-in camera on the TomTom BRIDGE, as well as an external camera, can be used to provide the required video data for analysis and accident prevention.

- In Pedestrian Detection mode, when driving in urban areas, the driver is alerted of the presence of pedestrians via visual and audio warnings on the Pedestrian Detection app.
- The Pedestrian Detection app is installed on the TomTom BRIDGE.
- A real-time demonstration of the app, running on TomTom BRIDGE, will be on display on the TomTom booth-hall 3.1 booth 39 at IAA.

Sebastien Ruffino, VP Sales B2B products, TomTom, said: "The TomTom BRIDGE is proving itself to be an ideal platform for enterprises across verticals such as transport and logistics, taxis, public transport and utility management. With today's announcement, we're demonstrating how we can help keep the roads safer for professional drivers and the public, by working with innovative companies like Tech Mahindra, developing ADAS solutions that make a real difference. The TomTom BRIDGE can help any type of business on the move to work more efficiently, saving time and money, and creating innovative services."

Karthikeyan Natarajan, Global Head, Engineering and R&D, Tech Mahindra, said: "It's always exciting to develop safety services for drivers, who spend so much time on the road. Our focus is on becoming the most innovative System Integrator in ADAS, successfully developing and deploying applications through integrated solutions in B2B hardware. TomTom BRIDGE has proven to be the ideal fit for our Pedestrian Detection app, and we look forward to developing more innovative ADAS services for the BRIDGE in the future."