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TomTom deploys mobile mapping technology to create most accurate road map of Brazil

Amsterdam, 10 July 2013 – In advance of the upcoming major sporting events in Brazil, TomTom today announces it has deployed its advanced Mobile Mapping (MoMa) technology in the country. The phased MoMa programme aims to provide road users with the most accurate maps of over 85,000 kilometres of the country's road network by early 2014.

To date, over 10,000 kilometres of São Paulo state have already been driven by the MoMa car, identifying more than 17,000 changes to the map, ranging from new speed limits, lane changes to new toll roads or updates to road restrictions.

Map updates have also been incorporated via TomTom's MapShare crowd sourcing functionality, which enables users to report changes directly to TomTom for actioning, of which over 250,000 are reported every month.

"With Brazil hosting a number of major sporting events in the coming years, we have deployed a Mobile Mapping programme to deliver the freshest, most accurate road network data for the country's road users," said Eszter Pattantyus, Vice President TomTom Maps TomTom. "It is the first time our advanced Mobile Mapping vehicle units have been used in Brazil and as a result, combined with input from road-users via our MapShare programme, we are able to provide the assurance of a more secure, precise trip for drivers across the country."

TomTom's Mobile Mapping vehicles are equipped with state of the art technologies to capture unprecedented road network information, including HD 360-degree cameras, laser scanners and high-precision GPS.

For more information, visit http://www.tomtom.com/en_gb/licensing/products/maps/multinet/.