



March 12, 2014

TomTom Launches Speed Cameras service in Brazil

Amsterdam, March 12th 2014 – TomTom (TOM2) has today announced its Speed Cameras service is now available in Brazil. Drivers will benefit from up-to-date warnings of nearby fixed and red light cameras, as well as speed enforcement zones.

Car manufacturers can easily integrate the world-class service in their in-dash and mobile navigation systems. Backed by OpenLR* technology, TomTom is able to pinpoint over 17,000 speed cameras across Brazil.

"Drivers in Brazil are now better equipped to make smarter decisions on every journey, keeping to the designated speed limit and avoiding costly fines," commented Ralf-Peter Schaefer, VP of Traffic at TomTom. "The launch of this service adds to the real-time information available to Brazilian drivers; TomTom recently launched its world-class traffic information in Brazil, helping drivers avoid frustrating traffic jams and reach their destination faster."

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Notes for editors

TomTom has worked with [MapaRadar](#) to enhance its Speed Cameras Service in Brazil. The service will be delivered directly to devices as a hosted service, or via a server-to-server bulk feed. The Fixed Speed Cameras service is now available in 46 countries worldwide.

About TomTom Speed Cameras

*OpenLR is the open standard for "procedures and formats for the encoding, transmission, and decoding of local data irrespective of the map" developed and introduced by TomTom in 2009.

The TomTom Speed Cameras service provides both fixed and, in 28 countries, mobile alerts to help drivers avoid costly speeding fines and stay safe and relaxed.

The TomTom Speed Cameras service is based on governmental sources, news feeds, field surveys, and third-party sources in selected countries. It's also based on community input from more than 3.5 million TomTom drivers around the world. Camera reports, confirmations and removals are processed automatically by our sophisticated Fusion Engine, which runs 24/7, every day of the year. The real-time processing of over one million reports per month ensures that the TomTom Speed Cameras content is always up-to-date.

Fixed Speed Cameras service coverage

Europe: Andorra, Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France (Danger & Risk Zones), Germany, Gibraltar, Greece, Guernsey, Hungary, Ireland, Isle of Man, Italy, Jersey, Latvia, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Slovakia, Slovenia, Spain, Sweden, UK and the Vatican

North America: USA, Canada

South America: Argentina, Brazil, Uruguay

APAC: Australia, Hong Kong, New Zealand, Singapore, Taiwan, Thailand

Africa: Lesotho, South Africa

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About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry leading location based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Business Solutions.

Founded in 1991 and headquartered in Amsterdam, we have 3,600 employees worldwide and sell our products in over 35 countries.