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TomTom launches live roadside video for app developers

~ Real-time traffic camera content now available via TomTom's Location Based Services ~

21 May 2013 – TomTom has announced today that live video footage from TrafficLand's network of over 13,000 roadside traffic cameras has been added to its Location Based Services (LBS). Using the content and tools already in TomTom's LBS, application developers can create rich, powerful location-enabled apps for commercial and consumer markets.

The addition of the TrafficLand Traffic Camera API means that developers can add live video footage of actual traffic situations in the US, UK and Canada to their apps, giving their users an even more relevant experience.

"TrafficLand is honored to be one of the first 3rd party content layers offered by TomTom," said Lawrence Nelson, CEO of TrafficLand. "This partnership brings value to both of our companies, giving TomTom developers easy access to a highly reliable video resource and by expanding delivery of TrafficLand video content into the market."

TomTom's advanced cloud-based Location Based Services Platform allows developers easy access to its world-leading map content and software services. The platform equips developers with everything they need to create location-enabled applications for consumer, enterprise and governmental markets. As part of its pioneering presence in the growing Location Based Services market, TomTom also offers a Global Geocoder web service for batch and online geocoding in 52 countries.

"TomTom enables web-based access to high-quality location content worldwide and TrafficLand is an exciting addition to our portfolio," said Dan Adams, vice president of Geospatial Solutions and LBS. "TomTom enables customers to implement any type of location content for tailored, quick and simple solutions. The addition of TrafficLand's live video feed creates a brand new dimension for developers looking to offer consumers an enhanced mapping or navigation-based service."