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## **TomTom and sensewhere Team Up to Bring Location Based Services Indoors**

Esri User Conference, San Diego, CA, June 28, 2016 – TomTom ([TOM2](#)) today announced a technology collaboration with a leading provider of indoor positioning technology, sensewhere Limited. This collaboration will enable the two companies to conquer GPS black spots and bring location based services indoors.

TomTom Indoor delivers accurate customised indoor maps of public and private venues for site operators and other partners that enable increased efficiency, cost savings and an improved customer experience. sensewhere has developed a proprietary and patented positioning solution for mobile devices. The combination of TomTom's maps – both indoor and traditional navigation maps - and sensewhere's accurate indoor positioning will enable a seamless navigation experience indoors and outdoors.

"Access to indoor positioning technology, coupled with highly accurate indoor maps, means that guidance can be integrated into the day-to-day operations of a wide variety of venues, including enterprise facilities, shopping malls, airports, hospitals and more," said Pieter Gillegot-Vergauwen, Vice President, Maps Product Management, TomTom. "With the explosion of the Internet of Things, we believe that by partnering with sensewhere our customers will not only be able to gain efficiencies, but will also deliver a better experience to their own customers."

"We are excited to help TomTom extend its navigation prowess indoors with this technology collaboration," said Rob Palfreyman, CEO of sensewhere. "We believe this integration is a perfect fit for enterprises that need to combine location intelligence, resource planning and efficient execution."

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