TomTom

TomTom helps Dutch city of Purmerend to improve traffic flow

Amsterdam, 20 December 2011 - TomTom will provide the city of Purmerend with **real time traffic information** to optimise traffic flow. Journey time information will be displayed on the highway message screen advising drivers of the quickest way out of the city onto the A7 highway.

TomTom is collaborating with Vialis, who is responsible for delivering the project and installing the variable message sign (VMS). To get TomTom traffic information on the VMS, Vialis has created a standard interface to integrate TomTom traffic data seamlessly into the central system, which controls all signs in The Netherlands.

"Vialis is a looking for innovation", says Jan Hendrik Sweers, CEO of Vialis. *"This project is a perfect example of combining roadside equipment with real time traffic data. We look forward to implementing more of these solutions with TomTom in the future".*

With this first interface the way has been paved for other municipalities and Rijkswaterstaat, the executive arm of the Dutch Ministry of Infrastructure and the Environment, to use TomTom traffic information on their respective VMS.

"The accuracy and quality of TomTom HD Route Times is of such a level that it lends itself perfectly to be used by municipalities to optimise traffic flow", says Ralf-Peter Schaeffer, Head of Product Unit Traffic. *"By coupling our real time traffic and historical traffic data an accurate picture of the traffic on the road emerges. They can use this data to help drivers on their roads get to their destination faster".*

TomTom HD Route Times is a turnkey solution providing highly accurate real time travel and delay times for a specific route either on a temporary basis or for permanent solutions.

In addition, the historical congestion data TomTom offers helps planners to structure their road infrastructure most effectively. This should lead to fewer traffic jams, less expenditure and lower CO_2 emissions.

Key features

- Extensive road network coverage
- XML file delivery format
- Updated every minute by fusing multiple data sources
- Fast project set up
- Temporary use permitted
- Uses existing data sources