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TomTom debuts new demo to showcase precise localisation capability of its HD Map and RoadDNA products

TU-Automotive, Novi, Michigan, USA- 8 June, 2016 – [TomTom](#) (TOM2) today announces the launch of its Localisation Demonstrator, a new demonstration device that leverages its HD Map and RoadDNA technology to provide lane-level localisation of a vehicle. The device, utilizing sensors expected in autonomous vehicles, combines TomTom award winning autonomous driving content with TomTom correlation software to demonstrate the precision of our data, and the ability to perform real-time lane positioning.

“We believe that this demo enables our customers to truly experience the powerful nature of our autonomous driving products,” said Willem Strijbosch, Head of Autonomous Driving at TomTom. “This demo not only illustrates TomTom’s product innovation but also enables us to elevate the level of engagement with our automotive partners.”

To experience the power of our Localisation Demonstrator and learn more about TomTom’s autonomous driving product offering, visit booth C116 at TU-Automotive. Or, watch a video of our localisation capabilities: <https://youtu.be/86U4sxCpRf8>.

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