

## TomTom opens Traffic Centre in Berlin



**Berlin, 5 October 2016** – TomTom ([TOM2](#)) today announced the opening of the new TomTom Traffic Centre in Berlin – a facility to showcase the full portfolio of TomTom assets and capabilities in traffic and travel management. The centre was formally opened by Cornelia Yzer, Berlin Senator for Economics, Technology and Research during an event to mark the 10th anniversary of TomTom technology development in Berlin.

The celebration event at TomTom's offices at Treptower hosted over 100 international experts who discussed the future of Traffic Management and Control within the growing ecosystem of connected cars that are moving transportation towards smart mobility and autonomous driving. The Traffic Centre will be pivotal to demonstrate how TomTom's technology can help pave the way to smarter cities and smarter mobility. It will showcase traffic management expertise to governments, B2B and automotive licensing partners and other stakeholders interested in how they can start planning for a smarter future. The Centre will show how TomTom turns data into actionable insights that can help traffic managers as well as drivers make smarter decisions to reduce congestion for all road users and enhance mobility in cities.

The TomTom Traffic Centre in Berlin follows on from the success of a similar centre in TomTom's Head Office in Amsterdam, the Netherlands. Both support [TomTom City](#), which provides up-to-date traffic information for cities, citizens and professionals over 100 cities worldwide.

The centre features multiple high-resolution screens that show how GPS data is fused to create the latest traffic information, and visualise congested hotspots. It will demonstrate TomTom's expertise and how road authorities can immediately share traffic and road information with drivers via the TomTom communications platform.

Alf-Peter Schäfer, Head of Traffic and Travel at TomTom, said: "This new facility allows TomTom to showcase our traffic and travel products that are available to licensing customers as modules or as a full suite to help traffic professionals in cities manage their road network. We can demonstrate how easily TomTom can reach drivers in their cars within minutes of information being inputted or shared by road authorities. This will help create the closed loop between drivers, their connected cars and cities – making a contribution to smarter transportation in any smart city development."

TomTom is using information from over 450 million GPS devices\* globally to help ease congestion for all drivers using its live services.

ou can find out more about TomTom Traffic [here](#).

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Devices include dedicated Portable Navigation Devices, connected smartphone applications, in-dash navigation and fleet management systems.