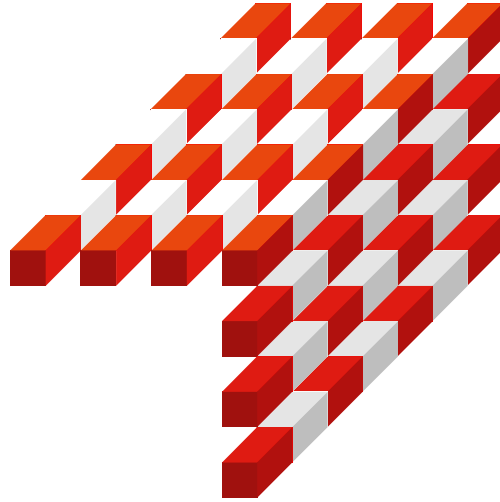


Next in Navigation



Cees van Dok
Chief Product Officer

**“Automakers
are being
outperformed
by smartphone
software
providers.”**

J.D. Power rating and reviews, 2018



2007 Remember this?



It's happening again



Google Automotive Services (GAS) are disrupting the status quo

Volvo Polestar 2 IVI



Product strategy

How are we moving forward?

MOBILE COMPETITIVE

Embrace mobile SW industry best practices

- Online first
- Integrate with user's digital life
- Connectivity required
- Voice centric
- Over The Air SW updates

BETTER NAVIGATION

Expand on our differentiating strength in navigation

- Lane based navigation
- ADAS integration
- Up Ahead Warnings Visualization

FOCUS ON IVI SYSTEM

Consider the integrated user experience for the entire infotainment system and avoid the phone based 'app' model

STRATEGIC PARTNERS

Identify complementary technology partners (e.g. cloud & voice)

Close collaboration with OEM(s)

Mobile competitive – TomTom AmiGO

Currently in Open Beta. Free app for social navigation



IVI Concept

Concept creation - a holistic and consistent infotainment user experience for car drivers



The Navigation Opportunity



Route guidance based on current lane

Lane position captured via car camera sensor integration

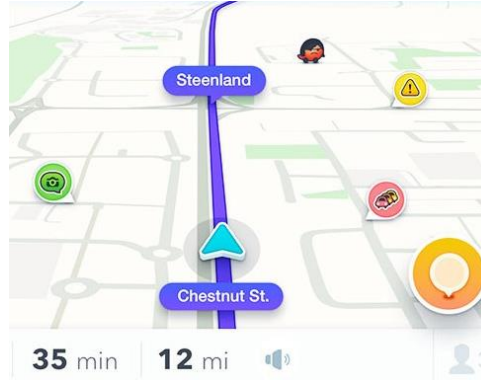
First step – Moving lane guidance

Included in new TomTom Go Navigation



A problem: Where to look?

Feedback about what's ahead and around is fragmented throughout the cockpit



Where's the chef with the recipe?

Ingredients alone don't make a great meal



Fusing feedback from various sources

Merge various systems in a unified 'up ahead' view

Lane position

Collision warning

Blind spot

Distance control

Lane keeping

Lane changing

Autonomous zone



Traffic

Incidents

Parking

Weather

EV Charging

Guidance

Route

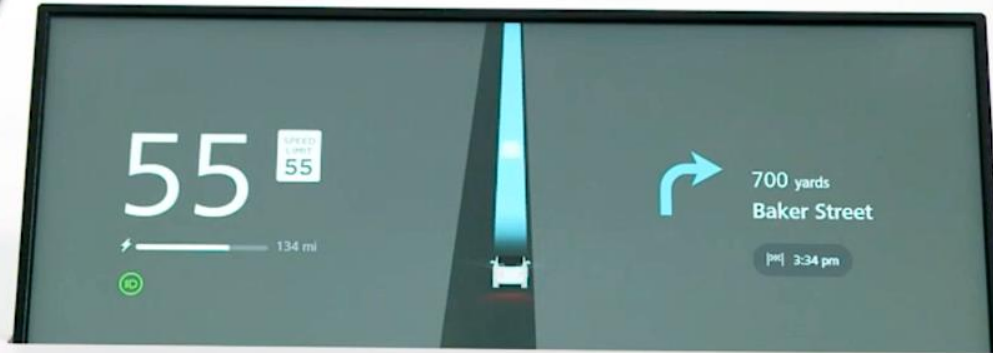
Map

ADAS data

Fusion Navigation Concepts

Collision warning

Blind spot detection



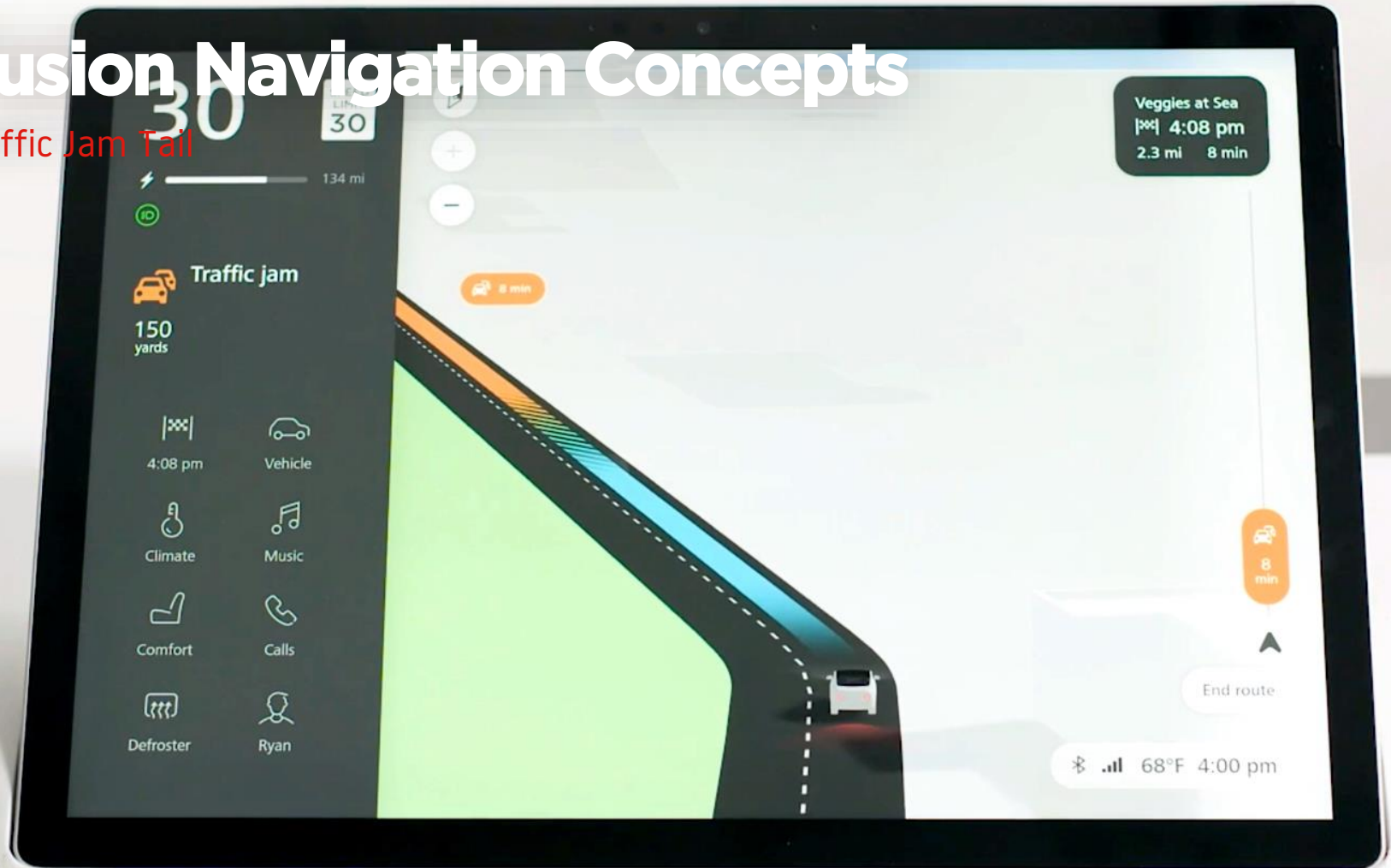
Fusion Navigation Concepts

Lane Keep Assist



Fusion Navigation Concepts

Traffic Jam Tail



Fusion Navigation Concepts

Autonomous Driving Zone



Thank you

TomTom 

