



One million connected drivers enjoy world's most accurate traffic service

~ Real time traffic data from one million TomTom HD Traffic™ users improves the quality of traffic information for all ~

IFA, Berlin, 02 September 2010 – TomTom today announces that the number of people using HD Traffic™ connected devices has hit the one million mark in Europe, representing a further leap in the quality of its traffic information. With more connected vehicles on the road, TomTom is able to report traffic jams with higher accuracy than any other service.

TomTom now has the largest connected driving community in the world. In addition to the one million connected devices, HD Traffic™ fuses together anonymous data from 80 million mobile phone handsets, 300,000 TomTom and 3rd party fleet tracking devices and leverages TomTom's installed base of 45 million non-connected devices. This TomTom driving community generates 22 million kilometres of high definition road coverage in Europe, The Americas, South Africa and Asia Pacific.

Traffic experts agree and industry tests prove that HD Traffic™ is the best. The TomTom service covers more road kilometres on both secondary and main roads. It reports traffic jams with higher accuracy and also refreshes more frequently than any other service, with updates every two minutes.

Transportation modeling expert, Prof. Michael Schreckenberg of the Faculty of Physics, University of Duisburg-Essen said: "TomTom's HD Traffic™ is in a league of its own. Other traffic services only give drivers a fraction of the true traffic picture and in truth are not that useful. Because HD Traffic™ fuses real-time anonymous data sources, including GPS measurements from satnavs, mobile phone signal data, incident data and road sensors, it gives drivers the most accurate and up-to-date traffic information available."

Transport and traffic expert, Prof. Reinhart Kühne, Head of Transportation Studies Group, German Aerospace Center, said: "One million LIVE devices is a very significant industry milestone. TomTom's LIVE navigation devices provide an immense amount of valuable, independent "floating data" that greatly improves the quality of traffic jam detection. It is realistic that if TomTom's development continues at this rate, the dream of traffic engineers will become a reality: self-organised traffic control. This is what makes the experts so excited about TomTom's connected car vision."

Ralf-Peter Schäfer, Traffic Director, TomTom, said: "Not all traffic services are created the same. We think it is high time everyone uses common standards and we set an industry benchmark. Customers are being misled on the accuracy of traffic services all claiming to have the widest coverage. We know that coverage alone is useless in terms of user experience, unless you combine that coverage with high jam accuracy and high refresh frequency."