



TomTom first to market with 2010 U.S. Census boundary data

~ First GIS map product suite fully integrated with 2010 Census data ~

Lebanon, NH, January 17, 2012 – TomTom announces the complete integration of U.S. **Census 2010 boundary data**, available today, in its latest suite of **map products**. By being the first to market with Census boundary data fully integrated in the map, TomTom equips GIS (geospatial information system) professionals with seamless access to rich Census information for applications such as geocoding, geo-marketing, site selection, and comprehensive demographic studies.

"For the first time in an enterprise-grade map, TomTom is delivering the boundary information needed to incorporate demographic data with the richness of the 2010 U.S. Census files," says Charles Cautley, Managing Director TomTom Automotive and Licensing. *"TomTom is committed to the GIS market and will continue to invest in the development of best in class products that fit the demanding needs of our customers."*

In contrast to approaches that provide a separate post-production Census file, TomTom conflated the nearly 11 million block boundaries to its MultiNet core map, the largest boundary integration project ever completed by TomTom. Because the Census blocks are fully integrated with other features such as streets and postal boundaries, high quality, dependable and repeatable attribution is maintained within the core map.

For example, GIS and marketing professionals can use TomTom's latest maps to identify the best location for a new retail site based on demographics and conduct targeted mailing campaigns to the optimal Census blocks. Regulatory compliance is also supported, such as geocoding addresses to Census tracts to conform to the Home Mortgage Disclosure Act (HMDA) or identifying broadband service availability to comply with Federal Communications Commission (FCC) regulations.

The U.S. Census 2010 boundaries and updated information are available today in the following TomTom map products: MultiNet, MultiNet Administrative Areas, MultiNet Census Enabled Geocoding Layer, MultiNet Locality Index, and MultiNet Post.