



## TomTom unveils HD Traffic 5.0: The next generation in traffic information

**~ TomTom uses new technology to give drivers even better traffic information, wider coverage and greater accuracy ~**

**Amsterdam, 17 June 2011** – Today TomTom announces the launch of its HD Traffic version 5.0. The service, which communicates real-time traffic information to TomTom LIVE devices, has been further upgraded to provide even wider coverage and greater accuracy than before. Drivers with TomTom HD Traffic 5.0 stand to benefit from even greater control over their journey with improvements to expected time of arrival as well as more comprehensive rerouting.

Amongst other additions, the latest version includes automatic road closures, pinpointing the exact section of the route that's disrupted. Improved standstill detection, for example during road blocks caused by accidents, makes it even easier to locate and avoid traffic jams.

"When we published our Traffic Manifesto last September, we pledged our commitment to reduce traffic around the world. We do so through innovation; using our experience to make sure that we can offer the latest technology and information. The latest version of TomTom HD Traffic is just one example of this", says Corinne Vigreux, Managing Director, Consumer at TomTom. "Drivers will now have even better traffic information at their fingertips. So we're not just enhancing journey times – we're reducing drivers' stress levels, which can improve their quality of life."

TomTom HD Traffic 5.0 can report jams in the whole road network even on exit roads, slip roads and minor roads that aren't covered by other technologies. It provides a greater range of rerouting alternatives, improving expected arrival times and allowing drivers even greater freedom and flexibility.

The latest version of TomTom HD Traffic utilises TomTom's own Open LR technology. Open LR, which has been launched by TomTom, enabling more intelligent routing that allows drivers to receive traffic information that covers up to 99.9% of all roads. With coverage of more roads than ever before, drivers can now benefit from more precise routing and more dynamic route options.

Drivers who already have a subscription to TomTom HD Traffic will automatically receive the update directly to their device. TomTom HD Traffic is available to drivers who have a connected TomTom device and through partners making use of this service. For more information on TomTom HD Traffic and details of how to subscribe visit [www.tomtom.com/services](http://www.tomtom.com/services).

### **Notes for editors**

#### About Open LR

Open LR technology transfers traffic information from a centre to in-vehicle systems. It is an alternative to the widespread RDS-TMC method, and is capable of greater coverage. While RDS-TMC makes use of a limited number of pre-coded locations, Open LR allows the transmission of information to any location on a map. Further information can be found at: [openlr.org](http://openlr.org) The information transferred can consist of the current traffic situation at a certain location, traffic forecasts or special alerts.

#### About TomTom HD Traffic

TomTom HD Traffic provides "best quality information", as recognised by TÜV SÜD. This real-time traffic information is compiled by capturing more of the actual traffic jams than ever before, covering up to 99.9% of the road network and is updated every two minutes.

The TomTom Traffic Manifesto aims to reduce traffic congestion for all. In the future, when 10% of drivers use TomTom's HD Traffic navigation system there will be what experts are calling a "collective effect". Essentially, the road networks will start to balance out and show a reduction of traffic congestion for everyone.