Tele Atlas HD Traffic Delivers New Standard in Real Time Traffic to Navigation and Location-Based Industries

Innovative Solution First To Combine Multiple Sources to Give Detailed, Live Traffic Information, Helping Drivers Save Time And Money, Reduce Environmental Impact

Gent, Belgium, 22 June 2009 –With congested roadways and ever-increasing travel times mapping application users are seeking ways to save time and money getting to their destinations. Digital maps and dynamic content provider Tele Atlas can now help them more clearly see what's ahead with Tele Atlas HD Traffic, a robust solution for navigation and location based solutions designed to find the quickest routes to destinations using "live" road conditions.

Tele Atlas HD Traffic sets a new standard for traffic solutions, which typically rely on a single data source to judge traffic conditions. Tele Atlas HD Traffic contains up-to-the-minute information from multiple data sources, including anonymous GPS measurements from personal navigation devices and mobile phone signals, road sensors and journalistic data. Using proprietary and tested methods, Tele Atlas dynamically merges this information and makes it available in real time to customers in the personal navigation, cell phone, fleet management, government and in-vehicle markets. When HD Traffic is added to a navigation solution, end users can be automatically rerouted around jams and potentially save time and money, minimize environmental impact, and enjoy a significantly improved navigation experience.

"Market research shows that consumers want traffic information, but the industry has been challenged to deliver a useful solution because it requires access to detailed, live traffic data," said Rik Temmink, Vice President of Global Product Management, Tele Atlas. "Our offering uses a proprietary data fusing method, whereby we efficiently process large data sets from multiple sources, and thus can instantly deliver far more comprehensive and accurate views of the traffic situation."

Tele Atlas HD Traffic can be efficiently delivered to any connected, mobile device and features:

- Delivery of "live" congestion information;
- Extremely accurate positioning of traffic jams;
- High update frequency, with fresh data delivered every three minutes;
- Road speeds, length and location data to deliver the complete picture of the traffic congestion;
- Content based on a proven approach to collecting, processing and distributing real-time traffic data.

"Traffic information is becoming a must-have navigation feature. HD Traffic, when combined with Tele Atlas Speed Profiles, enables us to deliver a much more complete picture of current driving situations based on both live traffic and historical speed information. With these solutions our industry partners can ultimately provide a truly powerful navigation experience," commented Temmink.

HD Traffic is available immediately for Tele Atlas partners to incorporate into their applications and devices, with initial coverage available for Germany, the Netherlands and Switzerland on approximately 90 percent of highways and major arterial roads.

Launched in November 2008 and updated regularly, Tele Atlas Speed Profiles provides highly accurate speed data to help navigation system users find the most optimal routes and far more accurately estimate travel times. Speed Profiles enables route calculations based on highly comprehensive historical travel time and measured speed information. Tele Atlas Speed Profiles is now available in 26 countries, covering 35 million kilometers of both directions of roads and features data derived from more than 700 billion speed measurements shared by consumers in 26 countries over the past two years.

To learn more about HD Traffic, download the latest episode of the Tele Atlas Digital Mapping Podcast Series featuring Rik Temmink, available at: http://www.teleatlaspresskit.com.

Tele Atlas Leverages Community Input to Add New Roads and Location Content

Latest Database Defines Full Road Network of Romania and Realizes 500,000 Edits Sourced From Community Input

Gent, Belgium, 22 June 2009 – Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, today unveiled MultiNet® 2009.06, the only digital map database that is constantly validated by millions of people

worldwide every minute of every day. Marking continued milestones in digital mapmaking, Tele Atlas developed the latest release of MultiNet with 18,000 kilometers of new road geometry added from GPS measurements to build out the road network of Romania. The release highlights the first time that community input has been used to deliver such extensive new road network content.

The new Tele Atlas database also realizes 500,000 edits sourced from community input from more than 30 countries across five features, including one-way traffic flow identified via Map Share technology, one-way traffic flow detected by GPS measurements, the change of a crossing to a roundabout, road gradient measurements and new road geometry.

“Our community input processes and capabilities continue to set new industry standards for accuracy and quality of maps and routing intelligence. The latest release of MultiNet delivers on our commitment to use real world data in many exciting ways to develop the most innovative products in the industry,” said Bill Henry, Tele Atlas CEO. “We’re focused on delivering the new generation of maps, dynamic content and routing intelligence that our customers can use to differentiate themselves, gain competitive advantage and improve experiences for navigation and LBS application users around the world.”

To update its maps, Tele Atlas captures and verifies changes from tens of thousands of global sources, ranging from government documents and public safety officials to construction companies and truck drivers, as well as satellite and aerial imagery. By validating and adding contributions from individual drivers as an additional source, Tele Atlas is able to increase the total number of changes identified by its network, particularly in geographically dispersed and rural areas covered less frequently by other data sources. This community input further enables Tele Atlas to create fresh maps and deliver a better experience for end users of its maps. Since its first use of community input, backed by stringent review and validation processes, Tele Atlas has increased the volume of community input changes tenfold from Q4 2008.

Tele Atlas has been using community input for over a year as part of its comprehensive database source and verification processes and has incorporated real world GPS measurements from TomTom Map Share customers to deliver new and adjusted roads. The company has also delivered innovative products such as Tele Atlas Speed Profiles and Tele Atlas HD Traffic, made available today. Tele Atlas HD Traffic is designed to provide an estimate of delays at specific locations, allowing routing programs to evaluate the true time of a given route; when incorporated into a navigation solution, end users can receive traffic congestion data as it occurs, enhancing navigation across the personal navigation, cell phone, fleet management, government and in-vehicle markets

To learn more about Tele Atlas’ use of community input and innovations, download the latest episodes of the Tele Atlas Digital Mapping Podcast Series available at: http://www.teleatlaspresskit.com.
For all TomTom press releases please follow the following link to view details: http://investors.tomtom.com/.