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TomTom launches RoadDNA: Precise localisation technology for automated driving

IAA, Frankfurt, 14 September 2015 – [TomTom](#) (TOM2) today announces the launch of TomTom RoadDNA, an innovative new product for vehicle localisation that will help make automated driving a reality, faster. Designed with vehicle data storage and processing limitations in mind, RoadDNA delivers highly accurate location information that can easily be integrated into the on-board system of a vehicle.

“We know that the future of automated driving hinges on the ability of a vehicle to continuously know exactly where it is located on the road,” said Harold Goddijn, TomTom CEO. “TomTom RoadDNA is the only technology of its kind* that delivers highly accurate vehicle localisation content in an efficient and cost effective way.”

TomTom RoadDNA's propriety technology delivers a highly optimized lateral and longitudinal view of the roadway. By matching RoadDNA data with vehicle sensor data in real-time a vehicle knows its location on the road, even while traveling at high speeds or when changes occur to the roadside.

By converting a 3D point cloud of road side patterns into a compressed, 2D view of the roadway, RoadDNA delivers a solution that needs little storage space and limits processing requirements, without losing detail. TomTom RoadDNA eliminates the complexity of identifying each single roadway object, but instead creates a unique pattern of the roadway environment. This makes the technology robust and scalable.

TomTom RoadDNA, combined with the TomTom HAD Map, delivers accurate and robust technology by providing real-time information about a vehicle's precise location on a map whilst coping with changes in the environment.