TOMTOM Announces New Technology Milestone Towards Real-time Maps

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TomTom (TOM2) has today launched the world's first NDS* powered navigation portal giving users access to fresher maps. This portal called "MyDrive" can be used to plan trips in advance, view the Traffic situation on the road and manage favourites – thus providing a seamless experience to end-users across their entire journey.

MyDrive uses TomTom Traffic, TomTom navigation software and TomTom global maps in NDS format, the innovative worldwide automotive map standard. This is another important milestone to realising real-time maps, a crucial component to enabling Highly Automated Driving cars in the future.

"We are on track with our ambition to become the leading provider of technologies for automated driving," saidJan-Maarten De Vries, VP Product Management, TomTom Automotive, "The launch of our MyDrive portal is another important step to fuel the inevitable spread of ADAS** which will later evolve into Highly Automated Driving".

The new portal is now live and available to all.

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* Navigation Data Standard (NDS) is the open standard for automotive-grade maps, created by an association of car manufacturers, application developers and map and service providers, such as TomTom.

** Advanced Drivers Assistance Systems, or ADAS, are systems to help the driver in the driving process. When designed with a safe Human-Machine Interface, they should increase car safety and more generally road safety.

About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry-leading location-based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Telematics.

Founded in 1991 and headquartered in Amsterdam, we have 4,000 employees worldwide and sell our products in over 46 countries.

About TomTom Automotive

TomTom Automotive is the trusted partner for innovative and future-proof navigation technology for the global automotive industry. As a global leader in connected navigation software, traffic information, and digital real-time maps, we offer Automotive OEMs the modular components to create competitive infotainment systems, as well as the technology to enable the future self-driving cars to see beyond their sensors.

TomTom Navigation Software – NavKit

MyDrive is built around NavKit. NavKit is TomTom's cross-platform navigation software that powers all navigation products we bring to market. This includes in-dash automotive systems, online applications, smartphone applications and Portable Navigation Devices. NavKit provides advanced routing technology, intuitive destination entry and interactive 2D and 3D map visualization for more than 125 countries. In repeated independent benchmarks, NavKit powered products outsmart traffic and get you to your destination faster than any other navigation product. Find out more here TomTom navigation software

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