TOMTOM HITS THE CLOUD

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TomTom (TOM2) today announces that it now enables car manufacturers to seamlessly extend the user experience from their in-dash navigation system to the digital world beyond the car. Smartphones, tablets, wearables and laptops can automatically sync with the car system, wherever end-users are.

This whole connected navigation experience is powered by future-proof cloud-based components, designed to be used by developers of embedded systems, mobile apps and web portals for the automotive industry. These modular components enable seamless navigation across different devices, all within a consistent OEM-branded universe. For example, pre-trip planning on a website, departure warnings on a wearable device and last-mile navigation on a smartphone can automatically synchronise with the in-car navigation system to offer a more personalised experience.

"We're delighted to announce that we now allow car makers, developers and third-parties to extend the reach of embedded navigation systems", said Jan-Maarten de Vries, VP Automotive Product Marketing at TomTom. "With TomTom's world-class technologies, OEMs can now offer a compelling, branded navigation experience on user devices."

-ENDS-

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.

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