TOMTOM LAUNCHES NEW MAP INPUT TRACKER

Wednesday 28 January, 2015

TomTom today launches its Map Input Tracker API, a new map feedback tool that business customers can easily integrate into their existing products and services. The API enables end-users to share map feedback quickly via their smartphone, tablet, laptop or in-dash navigation unit to contribute to high-quality maps.

"With the launch of our new Map Input Tracker API, we give people the chance to share map feedback, through any connected device, wherever they are," says Charles Cautley, Managing Director of TomTom Maps. "This API enables TomTom to shorten the time between detecting changes in the real world and updating a customer's map."

TomTom is a global leader in smart mapmaking, and one of the first to use crowd sourcing to detect map changes. The launch of this Map Input Tracker API, combined with the recent launch of MultiNet-R, means TomTom can now deliver high quality, real-time map updates to customers faster than any other mapmaker on the market.

For more information, visit www.tomtom.com.

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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 43 countries.

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