TOMTOM Launches Roaddna: Precise Localisation Technology For Automated Driving

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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 optimised 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.

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*Patent Pending

About TomTom

At TomTom (TOM2) our mission is to make technology so easy to use, that everyone can achieve more.

We created easy to use navigation devices, helping millions of people to get where they want to be. Today, we continue to simplify the complex, making technology more accessible for everyone.

We serve four different markets: Consumer, Telematics, Automotive and Licensing.

We make easy to use navigation devices, sport watches and action cameras for consumers. We enable businesses with vehicles to more easily manage and improve fleet efficiency whilst increasing overall business performance with our Telematics solutions. We also offer a world leading real-time map platform that is powering innovative location based services and helping to make automated driving a reality for the automotive industry.

Founded in 1991 and headquartered in Amsterdam, we have over 4,200 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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