End-User Traffic

Real-time traffic delivered straight to the car

Overview

At TomTom, our mission is to help our cutomers arrive at their destinations faster, more safely and more reliably, regardless of their location. TomTom delivered the first live traffic product in 2007, and our experience has taught us how to continue delivering the best traffic products on the market. Our real-time traffic products are created by merging multiple data sources, including anonymized measurement data from over 550 million GPS-enabled devices. Using highly granular data, gathered on nearly every stretch of road, we can calculate travel times and speeds continuously.

TomTom End-User Traffic delivers accurate, real-time traffic information straight to the OEM navigation system. By delivering a location-based feed to the in-dash navigation device, the content is highly car- and route-centric. At the same time, it aims to minimise OEM system requirements in terms of bandwidth consumption, processing power, and memory.

TomTom End-User Traffic provides access to two real-time traffic products:

TomTom Traffic Incidents delivers information on the current observed congestion and incidents on roads in all countries where we offer this service. Traffic 'incidents' in this context include traffic jams, road closures, lane closures, construction zones, and accidents.

TomTom Traffic Flow delivers a detailed view of the current observed speed and travel times on the entire road network in all countries where TomTom Traffic is available. This product is designed for easy integration into routing engines to calculate precise travel times.

Features	Benefits
Global coverage	TomTom Traffic Incidents and Flow are available in more than 75 countries
Data is updated every 30 seconds	Guarantees access to the most up-to-date and accurate traffic information
Precise location via OpenLR or TMC Location Referencing	Delivers flexibility and seamless road network coverage
Predictive traffic	Improves route-planning for long trips and estimated time of arrival accuracy
Lane-level precision	Ensures that traffic information is only provided for the lanes relevant to the active route
Time-critical, dynamic events	Warns drivers on safety related incidents that require special attention
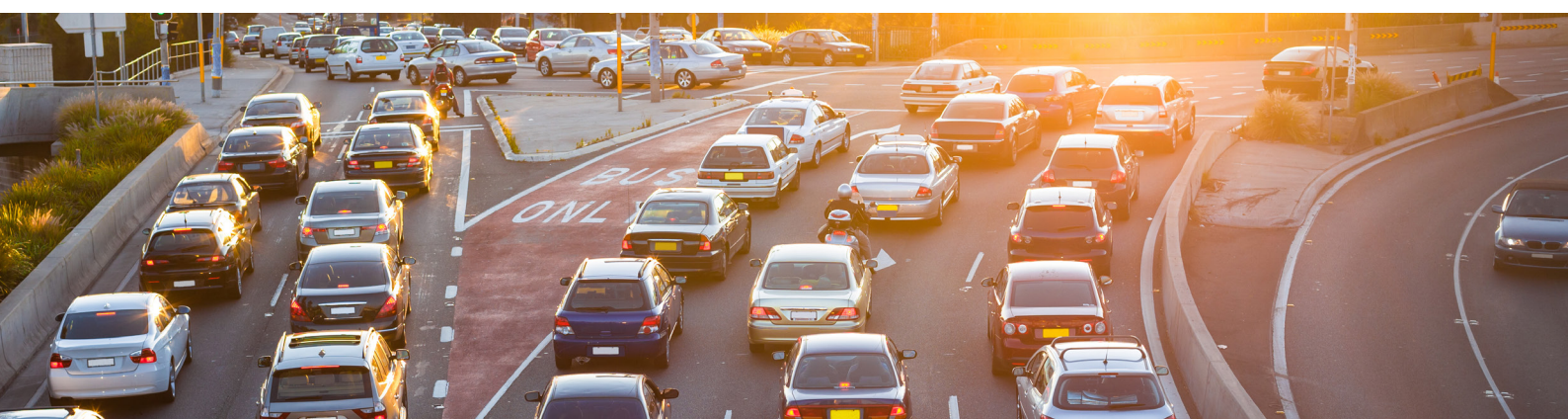
Sample application

TomTom End-User Traffic has the following use case:

Car navigation: Real-time traffic information enables efficient routing and re-routing, as well as accurate estimated times of arrival. It reduces travel times, fuel use and emissions, and improves safety.

Product formats

TPEG is the Automotive industry standard for delivery of traffic information. TomTom End-User Traffic feed uses TPEG2-over-HTTP standard with the following TPEG applications:

- Traffic Incidents via TPEG2-TEC
- Traffic Flow via TPEG2-TFP

More information is available at
http://tisa.org/technologies/tpeg/

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