Maps & enhanced content

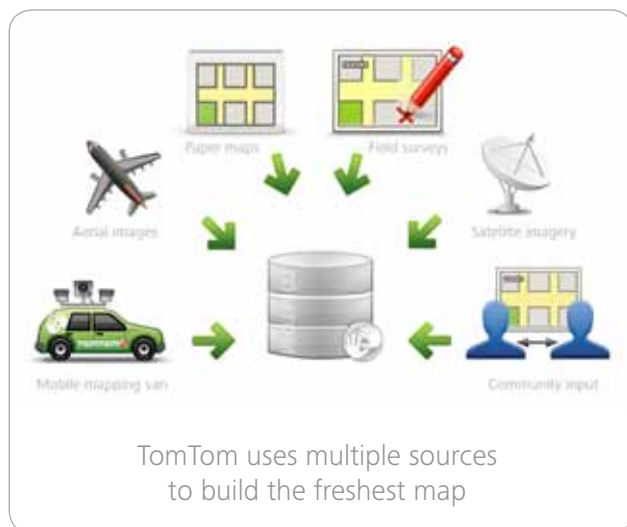Delivering high quality maps to enterprise, government, automotive and consumer markets

Superior location based services
How seamless coverage is community driven

The freshest map

The heart of location services is the map and TomTom delivers the most current digital map of the world.

Since 2006 TomTom has collected anonymous GPS measurements from its users. This unique community input is combined with knowledge harvested from local experts and it is combined with traditional sources including paper maps, field surveys, aerial and satellite imagery and mobile mapping vans. The result is a dynamic map full of enhanced content ranging from points of interest to 3D city maps. TomTom coverage extends over 200 countries and territories, encompassing more than 5 billion people and 35 million kilometres globally.

The most accurate real time traffic information

Want to beat the traffic? Choose a better route. TomTom real time traffic products harness multiple data sources to keep drivers in control of their trips. Road sensors and real traffic incident data are fused with the anonymous GPS measurements of TomTom device users to create a vivid picture of traffic conditions as they evolve.

This empowering data is made available to industry partners in the Consumer, Enterprise, and Government markets.
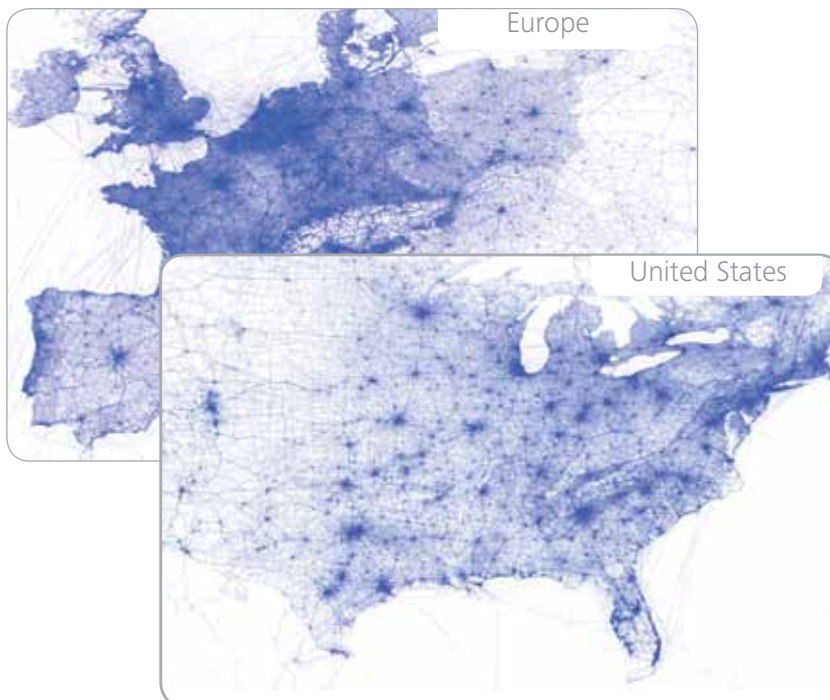

TomTom uses multiple sources
to build the freshest map

Real time traffic enables navigation with
up-to-the-minute information

The largest resource to predict traffic flow

Whereas traditional technologies struggle to track the ever expanding traffic on our road networks, TomTom uses this to its advantage. More traffic means more TomTom customers and over 5 trillion consumer-driven data points have been collected from anonymous GPS measurements worldwide. This ever expanding historical traffic database allows industry partners to analyze travel times and bottlenecks accross the complete road network.

Europe

United States

5+ trillion consumer-driven data points collected
to date and growing daily

Map

With precision comes differentiation. By making the freshest and most accurate maps, TomTom gives partners the tools to separate themselves from their competition.
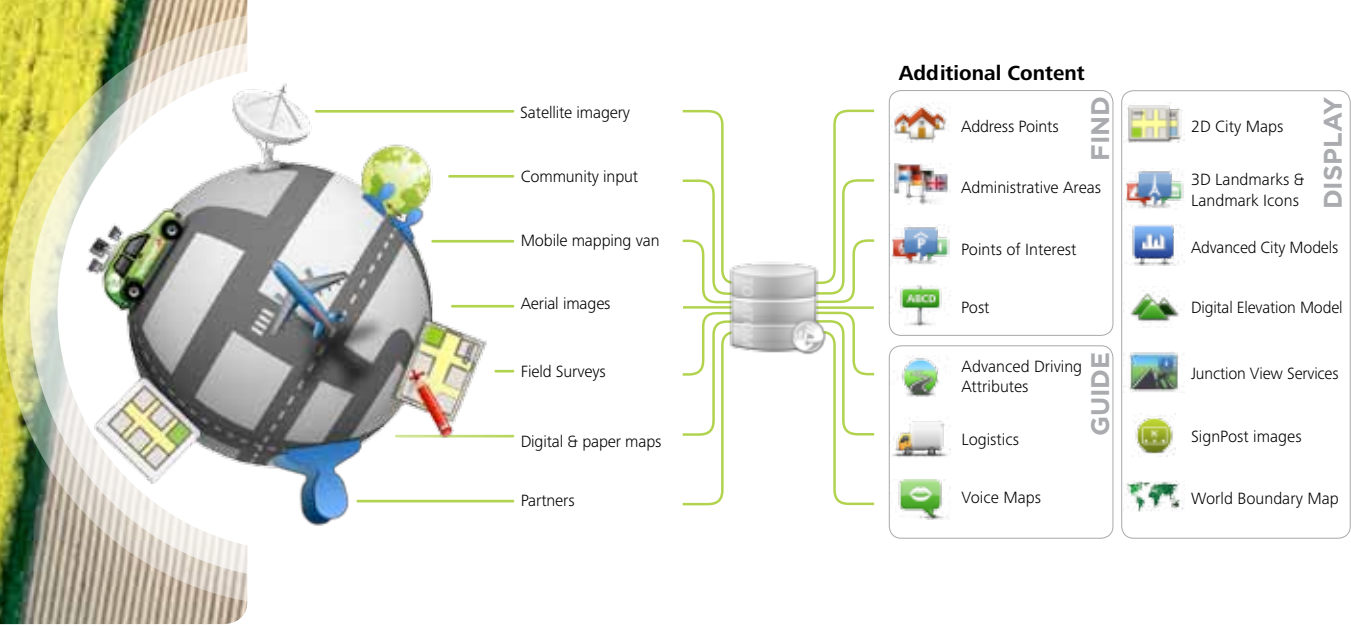
Business intelligence, personal navigation, itinerary planning, geocoding, geo-spatial analysis, fleet management, customer support, business expansion and automotive applications are just some of the areas being exploited by enterprise and government partners. With TomTom, complex geographic relationships are easily understood and analysed so organizations can respond rapidly to changing market conditions and achieve significant cost savings.

Real world examples are numerous: Insurance partners benefit from accurately locating policyholders in relation to risk data sets like wind, hail and flood zones. Road planners can identify and fix congestion bottlenecks.

National and international chain stores correlate TomTom map data to pinpoint the exact placement of their next branches.

Consumer, enterprise and government partners worldwide rely on TomTom to build some of the most innovative solutions in their industries. With TomTom such rich, fresh and accurate data is at your fingertips so the only limit is your imagination.

How we make maps

Satellite imagery
Community input
Mobile mapping van
Aerial images
Field Surveys
Digital & paper maps
Partners

Additional Content

FIND
Address Points
Administrative Areas
Points of Interest
Post

GUIDE
Advanced Driving Attributes
Logistics
Voice Maps

DISPLAY
2D City Maps
3D Landmarks & Landmark Icons
Advanced City Models
Digital Elevation Model
Junction View Services
SignPost images
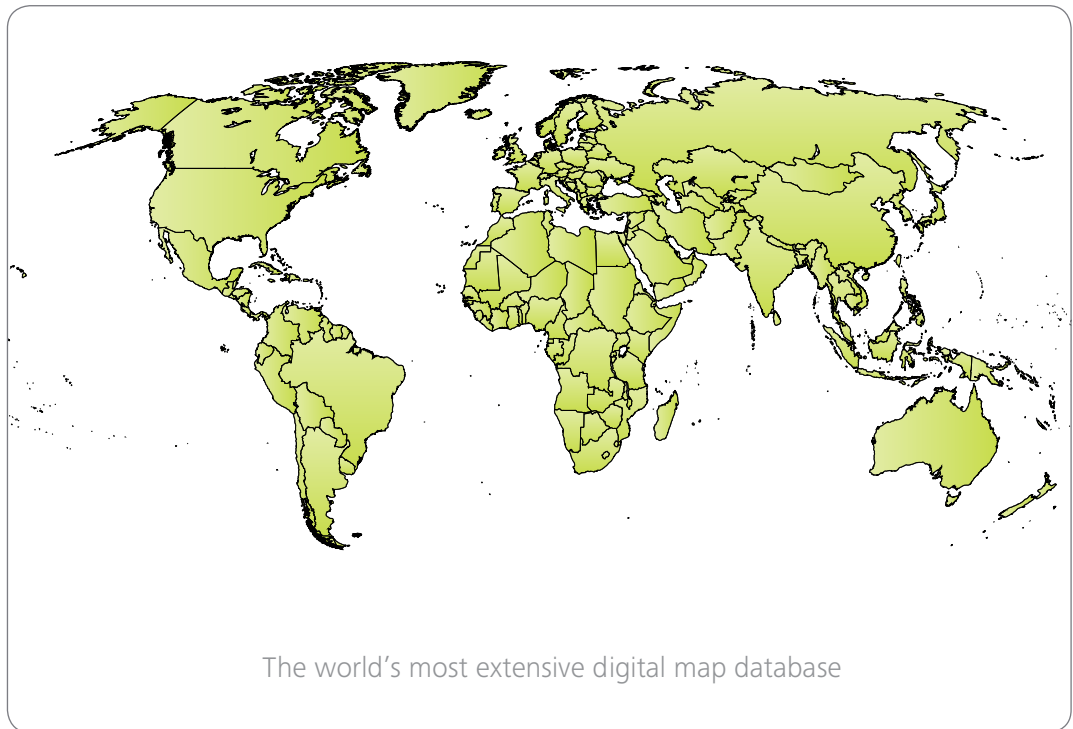World Boundary Map

Map quality definitely matters

We are a map making company with over 20 years of expertise and -with more than 2000 persons focusing on improving our maps every day as well as continuous investments - we are committed to develop our maps even more with the objective to reach 100% coverage and best-in-class safety and navigation map attribution.

Because map quality matters we deliver a certified quality content thanks to the design of our unique "hybrid" map-making approach. This innovative approach combines traditional map making methods (satellite imagery, field surveys, mobile mapping vans, fleets) with rigourously controlled community inputs.

"Our maps are there for those who care about quality and reliability."

Functionality

	MULTINET	CONNECTPLUS	CONNECT
Turn-by-turn navigation	✔		
Basic navigation	✔	✔	
Routing and display	✔	✔	✔
Geocoding	✔	✔	✔

Markets

	MULTINET	CONNECTPLUS	CONNECT
Financial Services	✔	✔	(✔)
GeoAnalytics	✔	✔	✔
Government	✔	✔	✔
Insurance	✔	✔	✔
Internet	✔	✔	✔
Portable & Wireless	✔	✔	
Retail	✔	✔	✔
Transportation & Logistics	✔	✔	✔
Utilities & Telecommunications	✔	✔	✔

maps & content | real time & historical traffic | lbs

TomTom

The world's most extensive digital map database

MultiNet

Over 20 years TomTom has been creating the world's most extensive digital mapping database. The pinnacle of this hard work is MultiNet, a road network database with detailed and rigorously tested data designed for application providers in highly developed countries.

MultiNet is suitable for the most demanding high-end applications including turn-by-turn navigation and traffic telematics. It is the foundation for TomTom customers in every market supporting all segments, from Enterprise to automotive. More than 50,000 global sources provide MultiNet with a constant stream of updates which are delivered on a quarterly basis. This means partners can be sure of the richest, freshest and most accurate mapping data.

MultiNet is more than just maps. It also incorporates added functionality such as turn-by-turn directions, road signage, intersections, positioning centerlines for drivable roads and streets and major POIs. All information is consistently formatted with global specifications, enabling application developers to combine and expand their geographical coverage seamlessly.

ConnectPlus

While MultiNet covers a significant portion of the globe, certain geographies have yet to be incorporated into this top-tier database. Many application providers have an urgent need for data in every corner of the world and they are turning to ConnectPlus.

ConnectPlus was created in response to growing demand for navigable coverage in key geographic regions such as Africa, South America, and Asia Pacific. ConnectPlus supports basic mapping, routing and navigation functions, and allows cross-border routing to link the ConnectPlus road network seamlessly to the MultiNet database.

One day the entire planet will be covered with the richness and level of detail present with MultiNet. Until that time, TomTom understands the need for an effective solution for a single, global digital map.

With ConnectPlus the result is greater coverage for partners in more regions in the fastest possible timeframe.

Cross-border routing

Connect enables geocoding, routing and display

Connect

When personal navigation is not required, Connect is the answer. Connect marries basic routing and displays functionality with geocoding which makes it ideal for Internet, wireless and enterprise applications in areas where MultiNet and ConnectPlus are not available. When combined with MultiNet and ConnectPlus, TomTom covers the globe. As TomTom's digital map data continuously matures, many countries will transition towards the ConnectPlus or MultiNet format.

This smooth advance isn't only demonstrated by TomTom's evolving database: Connect itself is linked to TomTom's navigable coverage for seamless, cross-border routing. With MultiNet, ConnectPlus and Connect, TomTom provides distinct types of digital maps to balance the demand for expanded geographic coverage with stringent quality standards. The result is a single, global digital map solution.

Enhanced content

The map is the heart of TomTom's location-based services. In creating the world's most current digital map, TomTom has laid the perfect foundation for adding enhanced content that will enrich the properties of the maps as well as the customer experience.
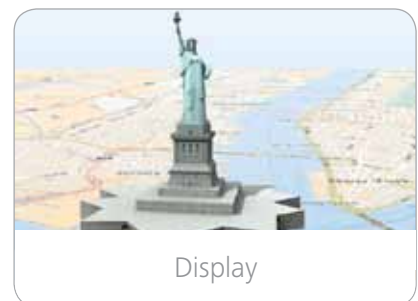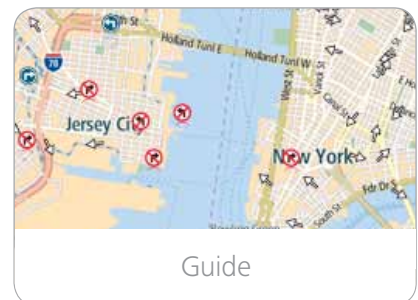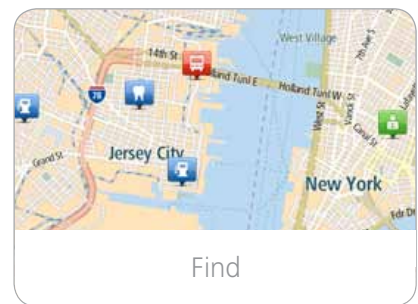
MultiNet is enriched by a portfolio of enhancement products that can be broken down into 3 categories: Find, Guide and Display.

Find is about helping users find locations of people, places and products important to their daily lives.

Guide is about generating accurate, safe, efficient and customisable routes in real time, with clear visual and audio instructions.

Display makes the visual side of navigation more realistic, more detailed and more useful for end users.

By coupling MultiNet with enhancement products that enable Guide, Find and Display capabilities, TomTom can add real value and increase the potential for applications.
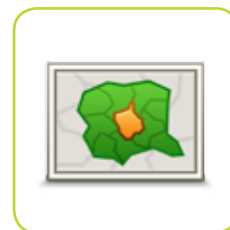

Find

Guide

Display

Find

Address Points delivers the ultimate in geocoding accuracy by pinpointing discrete, actual street addresses to physical buildings or property parcels. TomTom further incorporates address data from many private and government sources hence avoid the application of interpolated address ranges used by most rival geocoding products.

Administrative Areas offers commercial grade boundaries of municipal and census defined geographic divisions in the United States and Canada. Changes are tracked along with shifting legal boundaries to help steer analysis and key strategic initiatives.

Points of Interest provides over 38 million POIs globally allowing users to find the people, places and services they need. Basic POIs are contained in the core MultiNet database, with a premium dataset available separately and validated quarterly to ensure accuracy and currency.

Post drives enterprise efficiencies with cartographic representations for valid postal codes in the United States and Canada. It extends the functionality of MultiNet by providing detailed point and boundary representations of postal districts, linking to municipal and census layers for additional analytical capabilities.

Guide

Advanced Driving Attributes are TomTom's portfolio of content, such as slope and curvature, which is compliant with Advanced Driver Assistance Systems (ADAS). They offer an array of attributes typically unavailable to manufacturers' spanning major and minor roads to enhance safe and efficient driving.

Logistics is a comprehensive, global digital map database specifically designed for fleet owners and operators who manage large trucks and other road restricted vehicles. It helps save time and money by enabling large truck or fleet-specific routing solutions.

Voice Maps allows speech technology to be integrated into map applications, taking the quality of spoken instructions and voice recognition to a much higher level. They help developers differentiate their solutions and make driving safe and more efficient enabling a much better user experience.

Display

2D City Maps responds to the growing demand for more realistic map displays allowing end users to quickly recognize their surroundings. It is available in two detail levels with outlines of buildings, visible land use and railways infrastructures shown for the most essential cities around the globe.

3D Landmarks & Landmark Icons provide realistic and easy to recognize reference points with three dimensional representations of famous buildings and monuments. Available in three sizes to suit devices of different performance and memory, these visual waypoints enhance navigation and appeal to travelers.
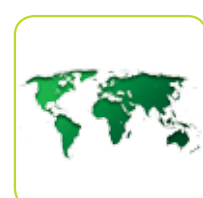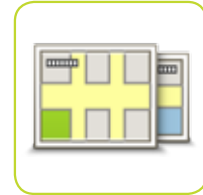
Advanced City Models are easily integrated three dimensional representations of major city centers which bring clarity and reality to the map. Four detail levels are available from simple shoebox models to photo-realistic textured models providing a superior end user experience in more cities than ever before.

Digital Elevation Model makes it possible to display the contour of the Earth's hills and valleys on devices and in applications across Europe, North America and Asia Pacific. Through use of Digital Elevation Model, roads, satellite imagery and other two-dimensional information can be draped over accurate altitude data to enrich the user experience in navigation and other applications, adding the benefit of 3D display.

Junction View Services provide drivers with more accurate, detailed display and visual guidance instructions when approaching a decision point or maneuver situation. Its implementation can lead to safer and more confident driving.

Signpost Images are a graphic representation of the signpost information which is stored in MultiNet, TomTom's global navigable map.

World Boundary Map delivers realistic and accurate visualization of border patterns globally with physical, political and geographical features. It is fully integrated with MultiNet to enable display enhancements.

TOMTOM

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About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of location and navigation products and services focused on providing all customers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has 3,500 employees and sells its products in over 40 countries.

TomTom Licensing is the division of TomTom dedicated to delivering relevant, fresh and high-quality digital maps, and dynamic content, to a wide range of business customers. Our product portfolio includes the world's freshest digital maps covering over 200 countries and territories globally, as well as the most accurate real time and historical traffic products.

maps & content | real time & historical traffic | lbs

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