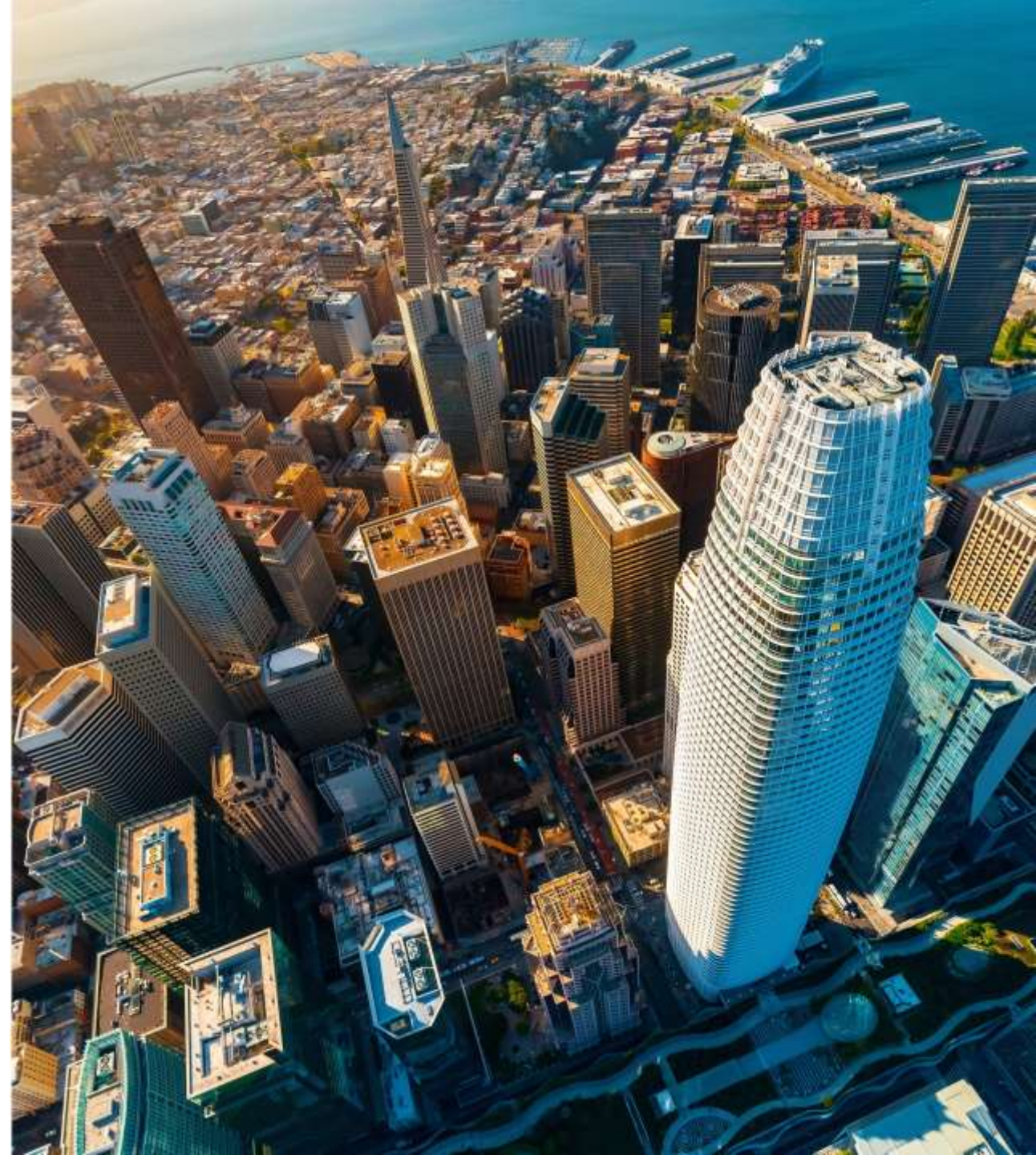




# **Next level services with new sensor data**

**Generating Intelligence with A/ML**



# **WE ARE TOMTOM**

**Leading independent location technology specialist, shaping mobility with highly accurate maps, navigation software, real-time traffic information and services.**

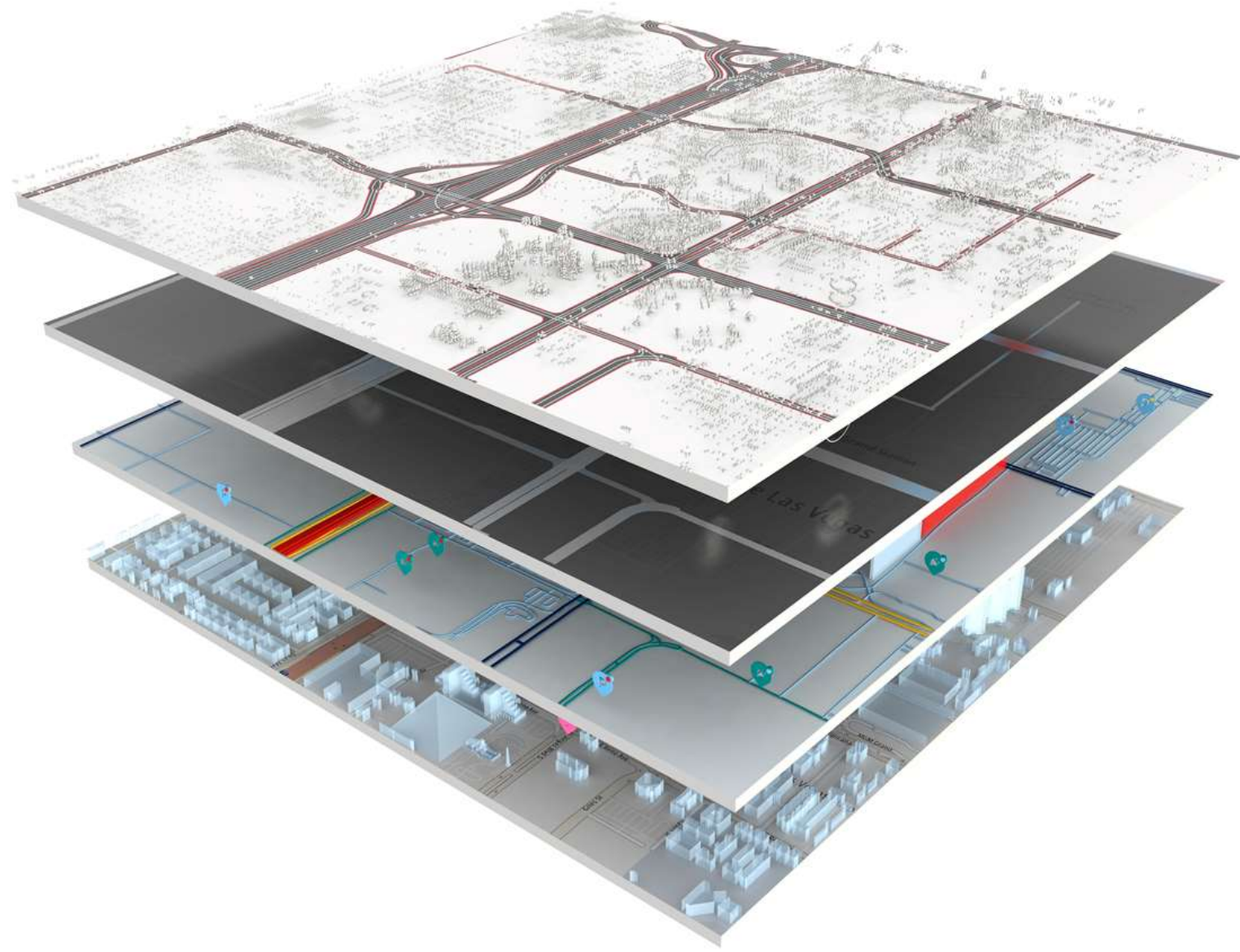
# WE SIMPLIFY THE COMPLEX

**High Definition Map**

**Advanced Driving  
Attributes**

**Live Traffic**

**Base Map**



Hoekveen

2.9 km

Architecten

18:16

14 min

3:10 min

Reinier

Calveen

Saljoet

Calveen

Oude Zevenhuizerstraat

Smink

100

100 km/h

A1

E231



400 m



Options

Bellevue  
Serious Pie, 316 Virginia St, Seattle, W

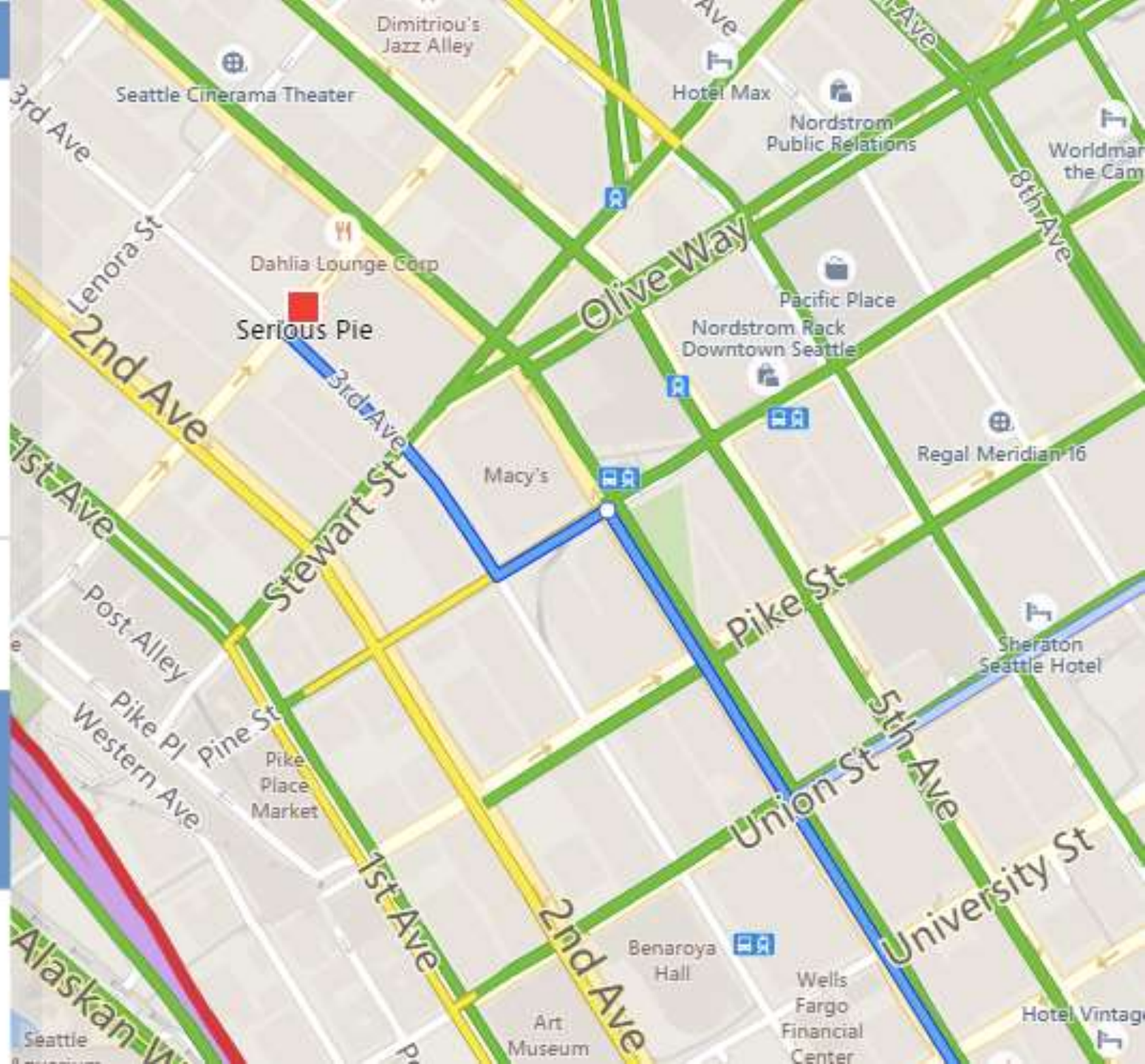
Leave at 4:15 PM  
Tuesday, June 23, 2015  
Go

Along the Route:



28 min	<p>Moderate traffic</p> <p>19 min without traffic</p> <p>Via Bellevue Way SE, I-90 W</p>	10.8 mi
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29	<p>Heavy traffic</p> <p>18 min without traffic</p> <p>Via WA-520 W, I-5 S</p>	11.9 mi
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# What is the market asking for next?

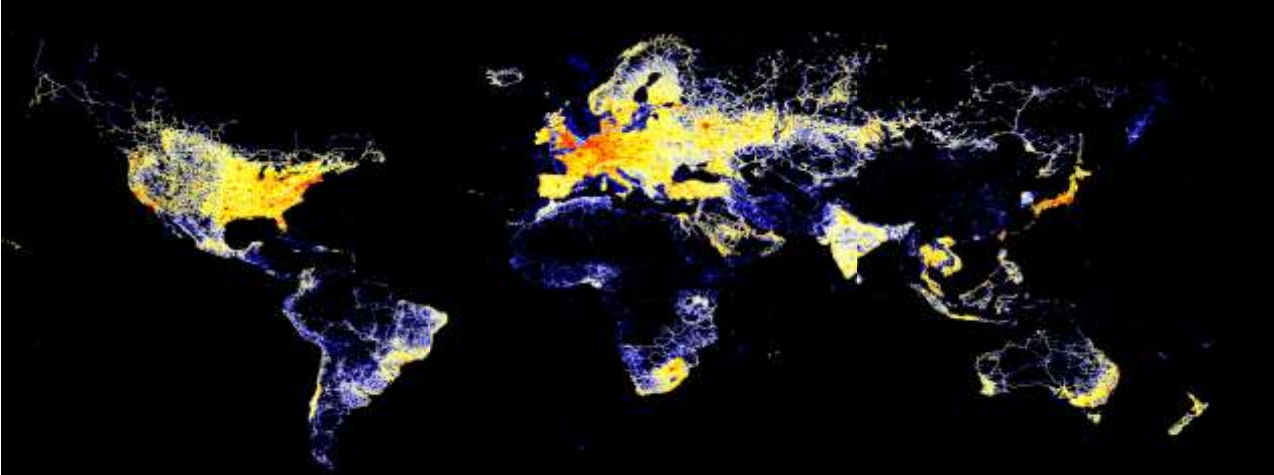
- Real-time Maps
- One unified standard for maps
- More contextual traffic data







# Connected Devices in Amsterdam



**600+**

million connected  
devices contributing

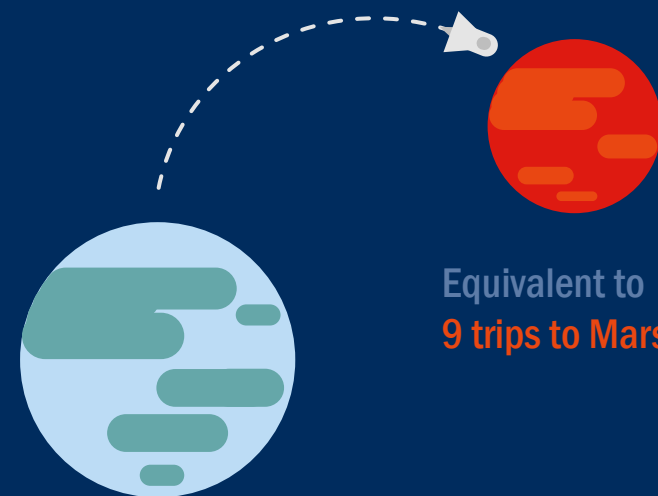


**80** countries



**742**

million km driven  
every day



Equivalent to  
**9 trips to Mars**



# Data Driven Systems

## INPUT

Variety & Volume



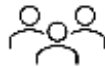
Probe data



Journalistic data



Sensor Derived Observations



Active Community Input



Traffic Moderation



Speed Profiles

## FUSION ENGINE

Technology & Experience

Prediction layer



Real-time layer



## DATA FEEDS

Actionable & Reliable

Traffic Flow Detailed

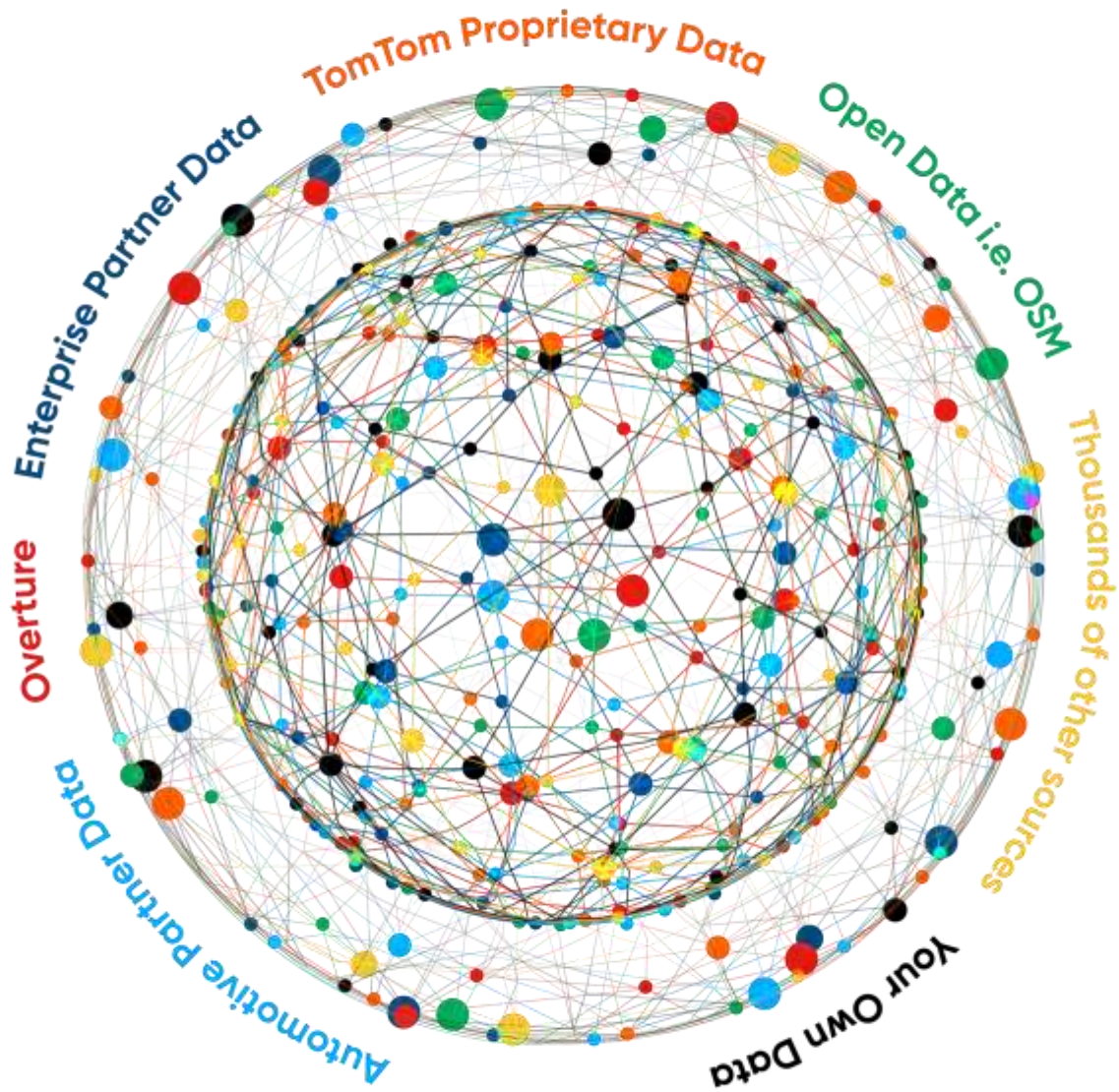


Traffic Hazards



Traffic Incidents





Building upon Overture map data

Adding open data such as OSM

TomTom proprietary data

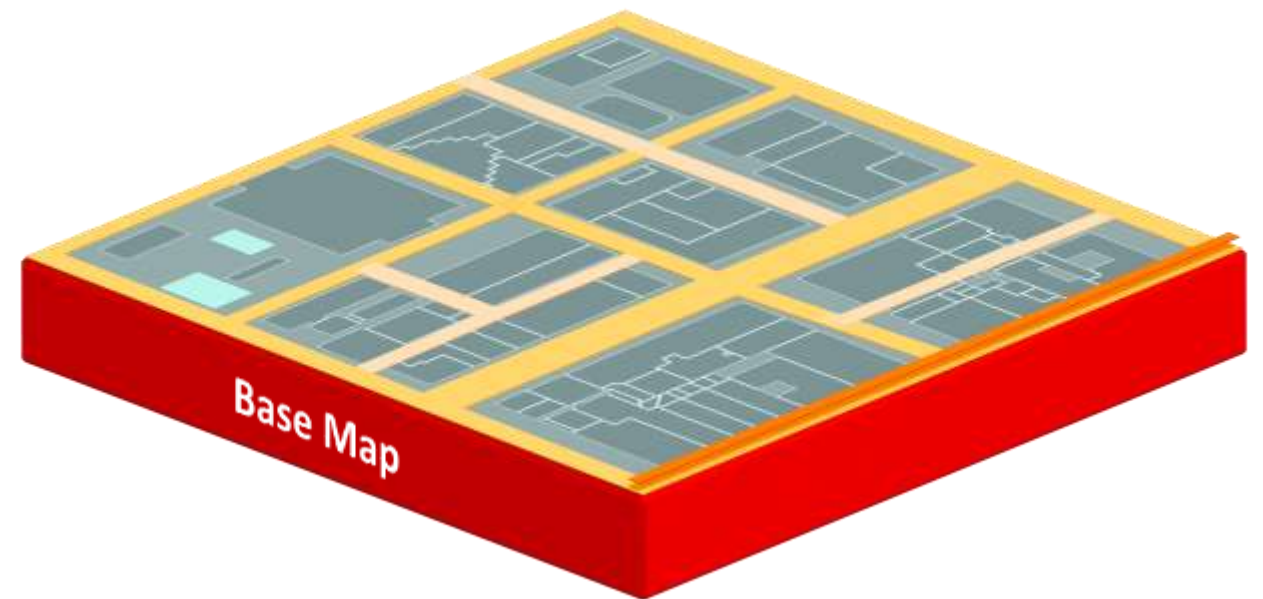
Automotive partner data

Enterprise partner data

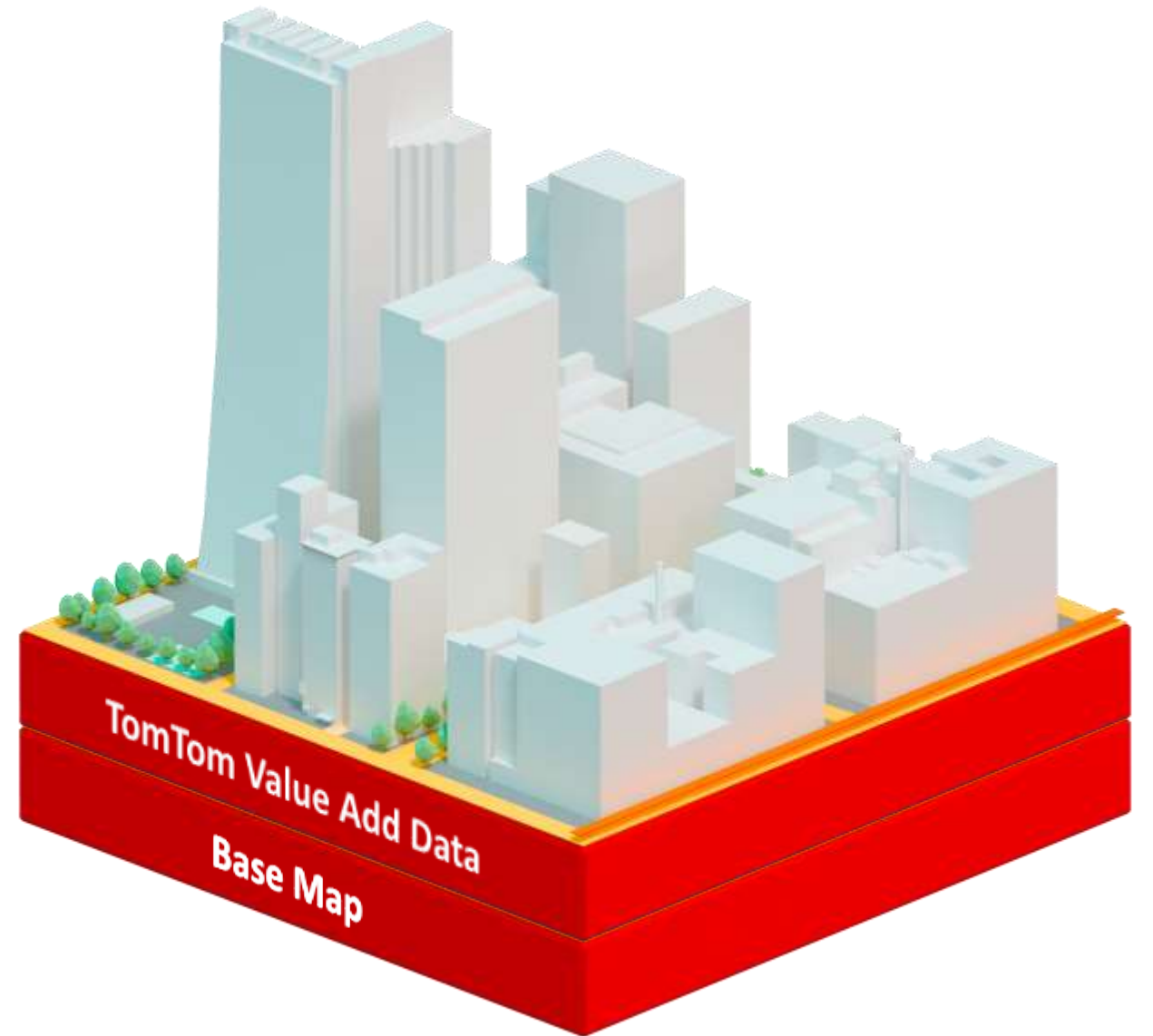
Thousands of other sources

and your own data

TomTom Maps Platform combines the best open and proprietary data sources giving you the flexibility to build upon it by bringing your own data.



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