



## TomTom expands LIVE Services to Belgium and Portugal

**Berlin, 03 September 2009** –Today, TomTom announces it will be making its unique LIVE Services offering, including real-time HD Traffic™ information, available in Belgium and Portugal this autumn.

Next to real-time traffic updates on primary and secondary roads in seven European countries<sup>1</sup>, drivers will receive timely safety camera alerts to enhance road safety and avoid fines. Furthermore they will be able to navigate to millions of locations through Local Search with Google and receive up-to-date weather reports. Guidance on the cheapest fuel price en route or in the area will also become available to Belgian customers. LIVE Services are constantly updated and work seamlessly across borders to ensure drivers always find the best way.

“LIVE Services are critical to improve people’s daily drives. Real-time routing information ensures drivers know what’s ahead, allowing them to make the right decisions accordingly throughout their journey,” says Corinne Vigreux, Managing Director of TomTom. “With the introduction of LIVE Services in Belgium and Portugal, over 65% of our customer base can now get access to our detailed HD Traffic service.”

The additional Belgium and Portuguese LIVE Services content can also be used, at no additional cost, by all current TomTom users that have a connected device with LIVE subscription<sup>2</sup>. This means drivers always get the fastest and most realistic route, including the latest traffic delays via HD Traffic, when travelling abroad and when driving in, or through, multiple countries in Europe.

### TomTom LIVE Services

TomTom LIVE Services are available with all TomTom’s connected devices currently available, including the new TomTom GO x50 LIVE series [see separate release]. The LIVE Services bundle offers valuable services for motorists:

- Superior and award-winning **TomTom High Definition Traffic™<sup>3</sup>** service for the most accurate and current traffic information across borders in seven countries throughout Europe.
- **TomTom Safety Alerts** warn users about fixed and mobile safety cameras ahead while real-time safety camera reporting and sharing mean users can keep each other informed about mobile safety cameras.
- **TomTom Fuel Prices:** up-to-date fuel price information guides users to the cheapest fuel stations along their routes or in their area.
- TomTom unlocks the power of online **Local Search** with **Google** allowing users to navigate to millions of locations at the tap of the screen.

**Availability & price**

LIVE Services content will become available in Belgium and Portugal this autumn. A monthly, flat-fee LIVE Services subscription is available for 9.95 Euro, with no hidden costs.

A subscription for LIVE Services can be purchased via TomTom HOME and a free trial period comes with all connected devices. Pre-paid LIVE Services cards can also be purchased from leading retail stores. A six-month subscription card is available for 59.95 Euro. A twelve-month subscription card is available for 99.95 Euro.

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**For more information, visit:** <http://www.tomtom.com/LIVE>

**Notes to editor:**

**Ad 1:** LIVE Services (including HD Traffic) are already available in Germany, France, the Netherlands, Switzerland and the UK. This autumn (2009) LIVE Services will be expanded to Belgium and Portugal.

**Ad 2:** LIVE Services subscriptions are available for all TomTom LIVE devices (TomTom XL LIVE, TomTom GO x40 LIVE series and TomTom GO x50 LIVE series).

**Ad 3:** TomTom's HD Traffic service is based on the anonymous measurements of ordinary mobile phones moving through the network. A significant proportion of mobile phones on the move are in cars. Analysis of these results gives accurate traffic information for all major and secondary roads. The HD Traffic service is further enhanced with information from TomTom users who wish to share their travel time information anonymously with other users. This contributes to the accuracy and granularity of this unique service. It gives a much more accurate traffic information resource than traditional systems and for much larger territories.

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**Digital press materials:**

For digital press materials, photos and videos, visit the Press Extranet:

<http://extranet.tomtom.com>.

Username: press-tt, password: TomTom

**About TomTom**

TomTom NV is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 3,300 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety.

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to [www.tomtom.com](http://www.tomtom.com) & <http://investors.tomtom.com/index.cfm>.