



TomTom introduces OpenLR™, an open-source, royalty-free dynamic location referencing technology for all to use

~ New open industry standard with low bandwidth consumption will boost the potential for connected navigation and location-based services on any digital map ~

Amsterdam, 8 September 2009 – TomTom, the world's leading provider of navigation solutions and digital maps, has developed a **dynamic location referencing technology as an open standard for the navigation, mapping and ITS Industry**, called OpenLR™.

OpenLR™ has been designed for traffic information systems and dynamic route guidance, and is available as an open-source technology at <http://www.tomtom.com/page/openLR>. It can easily be adapted to the requirements of system integrators and the technical community can contribute with their ideas to improve it.

Location data can range from static road sign information to highly dynamic traffic and weather situation information as well as safety-critical information – anything that needs to be accurately linked to a specific piece of, or position on, the road network. The OpenLR™ technology allows location content providers to reference any location on any navigable map, completely royalty-free.

"This technological development is being introduced to the open-source community to assist in delivering location-based services to customers," says Mark Gretton, TomTom's Director of Product Engineering. "TomTom will use this technology for its own services too, allowing us to transmit content like HD Traffic™ to connected devices and improve service quality and coverage."

The technology will be presented and discussed in detail during the ITS World Congress 2009 in Stockholm between 21-25 September.

For more information, go to <http://www.tomtom.com/page/openLR>.

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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.