



## **Tele Atlas Delivers Historic Speed Product in Asia**

*Speed Profiles for Taiwan First to Use Community Input in Asia to Help Drivers Identify Optimal Routes and More Accurately Estimate Travel Times*

**Singapore, 3 November 2009** – Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, today announced the availability of Tele Atlas® Speed Profiles in Taiwan, the first complete historic speed product in Asia built with insight from local drivers that enables navigation system users find the fastest routes and far more accurately estimate travel times. Speed Profiles for Taiwan provides drivers with unique insight into real world traffic patterns across the country's complete navigable road network. With Speed Profiles, drivers can make the best route choices that normally only well-informed locals would select and in turn, also save valuable time and money.

With congested roadways and ever-increasing travel times, users of mapping applications are seeking better ways to travel efficiently, minimize transportation costs and find the optimal routes to their destinations. Speed Profiles aggregates and enhances real speed data from GPS-enabled devices, using consumer driving patterns to provide true average speeds on individual road segments. In contrast, traditional systems use standardized estimates to calculate routes, ignoring hurdles such as traffic lights, school hours and rotaries that can severely impact travel times. Speed Profiles for Taiwan is Tele Atlas' first community-based offering outside of North America and Europe, highlighting the expanding and ever more global role of community in advancing navigation and location-based solutions.

"With Speed Profiles, our regional customers can now deliver solutions that help consumers save time and money, consume less fuel and help preserve the environment, as well as help businesses cut transportation and logistics costs," said Rik Temmink, Vice President of Product Management, Tele Atlas. "This is especially important in densely populated countries like Taiwan, whose traffic jams are some of the most complex and chaotic in the world. We are excited to extend availability of this unique and powerful product to Asia and to be the first to deliver a complete solution in the region based on historical driving information."

Speed Profiles enables route calculations based on highly comprehensive historical travel time and measured speed information. Tele Atlas Speed Profiles is available in 27 countries and territories, covering 35 million kilometers of both directions of roads. The version for Taiwan includes 211,000 kilometers and complete coverage of the navigable road network.

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### About Tele Atlas

Tele Atlas delivers the digital maps and dynamic content that power many of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and has offices in 27 countries around the world. Today, Tele Atlas products are developed with the insight of a community of millions of digital map users worldwide, who are adding to the company's unmatched network of sources to track and validate changes in real time, and deliver the best digital maps and dynamic content. For more information, visit [www.teleatlas.com](http://www.teleatlas.com) or <http://investors.tomtom.com/index.cfm>. Tele Atlas is a subsidiary of TomTom N.V. (AEX: TOM2).

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