



## **TomTom to provide navigation technology for Sony's Xplod range of in-car audio visual navigation systems**



*Sony's new Xplod AV Navigation System powered by TomTom*

**IFA Berlin, 1 September 2010:** TomTom and Sony revealed today a collaboration that will bring TomTom's expertise in the field of navigation and services technology to Sony's new Xplod AV Navigation Systems. This device comes fully connected\* providing unprecedented live knowledge of the road ahead.

"We are delighted that Sony has selected TomTom as their navigation services supplier in Europe", says Giles Shrimpton, Managing Director, TomTom Automotive. "This endorses our position as the leading location and navigation solutions provider. Combining the audio and video know-how of Sony with our navigational expertise has resulted in an excellent product range. Moreover, as the technology incorporates a flexible hardware design based on standard interfaces, it allows for easy updates in the future – a huge advantage in the automotive industry."

The LIVE services include award winning HD Traffic™ built to get drivers through traffic quicker than any other traffic service. Drivers can stay ahead with up-to-

date speed camera information on both fixed and mobile cameras en route, as well as live weather updates and local Google™ business address searches.

Along with these LIVE services drivers also get access to IQ Routes™ and Map Share™. Only TomTom uses actual speed data collected from millions of users to accurately calculate the travel time of any given route. It allows for rush hour, traffic lights, and even shopping crowds when calculating journey times. So no matter what time it is, IQ Routes can be relied upon to give an accurate arrival time.

Combined, these services provide drivers with the latest information on the road ahead, ensuring a stress-free, enjoyable drive.

\*initially only available in France, Germany, The Netherlands, Spain, Italy, Portugal and the United Kingdom

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#### **About TomTom N.V.**

TomTom N.V. (AEX: TOM2) is the world's leading provider of location and navigation solutions. Headquartered in the Netherlands it employs over 3000 employees worldwide. Over 45 million people daily use its solutions, be it in the form of dedicated portable navigation devices (PNDs), in- dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom's digital maps on the internet or mobile phone.

In 2009, TomTom reported €1.5 billion in revenues and a €340 million net cash flow from operating activities. More information about TomTom can be found on [www.TomTom.com](http://www.TomTom.com).

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