



TomTom Shakes up the Action Camera Market

~ Introducing the TomTom Bandit Action Camera - just shake to edit ~

Amsterdam, 29 April 2015 – TomTom (TOM2) today launches the all new [TomTom Bandit Action Camera](#) which makes editing and sharing videos quick and easy. Instead of spending hours downloading and sorting through footage, users can now create an exciting edit and share it within moments of the action. Now every hero can share his or her skills.

The [TomTom Bandit](#) is the first ever camera to come with a built-in media server, eliminating the need to download footage before being able to edit it. The camera works with a companion app, making it possible to create and share videos in a matter of minutes, simply by shaking a smartphone.

“We know that the biggest frustration people have with action cameras today is the time and effort it takes to edit,” says Corinne Vigreux, co-founder and managing director, TomTom Consumer. “With TomTom Bandit we’ve cut the editing time down from hours to minutes - all it takes is a shake!”

“We took a simple, but radical approach to solving the editing problem,” says Slobodan Stanisic, lead engineer, TomTom. “With all existing action cameras you first need to download gigabytes of footage to a powerful PC, a process that can take a long time. Then you need to find the highlights, put together a story and format it. We know this often takes hours. Not with the TomTom Bandit. We have designed a camera where the footage is processed on the camera itself, making the editing process far easier and much faster.”

The [TomTom Bandit Action Camera](#) is equipped with in-camera motion and GPS sensors to automatically find and tag exciting moments based on speed, altitude, G-force, acceleration and heart rate*. Highlights can also be tagged manually with a tagging button on the camera or the remote control*.

The [TomTom Bandit](#) works with a smartphone app, which includes a superfast viewfinder. Footage can be reviewed instantly with the smartphone app thanks to the built-in media

server. In editing mode, a simple shake of the smartphone instantly creates an exciting movie. Users can then easily make changes, add music and add overlays of favourite metrics, such as speed, before sharing with friends.

The [TomTom Bandit Action Camera](#) produces great quality video. It has a wide angle lens, high-end 16 MP CCD sensor and a powerful processor. It is also completely waterproof, eliminating the need for an additional bulky case. ** The steel ring mounting system has a quick release mechanism and the low profile of the TomTom Bandit looks great on a helmet.

The uniquely designed Batt-Stick combines the long lasting battery, microSD card and SuperSpeed USB 3.0. It plugs directly into a computer via USB to charge and download footage, removing the need for additional cables or adaptors.

The [TomTom Bandit Action Camera](#) will be available on www.tomtom.com and selected retailers in May for 429 Euros. It will be available in APAC and the US later this summer.

A premium pack will also be available in June including additional accessories for even more ways to enjoy the [TomTom Bandit Action Camera](#). There will be a wide range of accessories available to purchase.

For more information visit www.tomtom.com/action-camera

Notes to editors:

- Video at 1080p30, 1080p60, 720p60, 720p120
- Cinematic at 2.7k30, 4k15
- Native time lapse at 4k30, 1080p30 (various capture intervals)
- Native slow motion at 1080p x2, 720p x4, WVGA x6
- Single and burst photo up to 16MP at 10/s
- Wi-Fi, Bluetooth Smart and USB3.0 connectivity
- Multiple accessories
- Smartphone app available on iOS only at launch. An Android version of the app will be available soon.

*an additional accessory is required

**an additional lens cap accessory is required to be waterproof up to 50 meters

-ENDS-

About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a

global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry leading location based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Telematics. Founded in 1991 and headquartered in Amsterdam, we have 4,000 employees worldwide and sell our products in over 46 countries.

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