

Tele Atlas Delivers Asia Speed Profile



Tele Atlas, a provider of digital maps and dynamic content for navigation and location-based solutions, announce the availability of Tele Atlas Speed Profiles in Taiwan, the first complete historic speed product in Asia. Built with insight from local drivers, navigation system users can find the fastest routes and accurately estimate travel times. With Speed Profiles, drivers can make the best route choices that normally only well-informed locals would select and, in turn, save valuable time and money.

With congested roadways and ever-increasing travel times, users of mapping applications are seeking better ways to travel efficiently, minimise 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 standardised 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 product outside of North America and Europe, highlighting the expanding and 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."

Tele Atlas Speed Profiles is available in 27 countries and territories, covering 35 million kilometres of both directions of roads. The version for Taiwan includes 211,000 kilometres and complete coverage of the navigable road network. For more information, visit www.teleatlas.com or <http://investors.tomtom.com/index.cfm>.