

Tele Atlas Expands Asia Pacific Presence with New Offices

Tele Atlas (Singapore) has officially launched its presence in the Asia Pacific (APAC) region with the opening of offices in Singapore and Seoul, South Korea and the introduction of new Southeast Asia maps.

Tele Atlas has made significant investments to expand its operations and map coverage in the Asia Pacific (APAC) region since 1998, when the company first established an office in Japan. It has since focused on growing partnerships with leading OEMs and application providers and extending operations and coverage in Australia, China (including Hong Kong and Macau), Indonesia, Malaysia, New Zealand, Singapore, South Korea and Thailand. Today, Tele Atlas Asia Pacific maps cover nine countries and territories and hundreds of millions of inhabitants and have been embraced by some of the world's most recognized companies, including the BMW Group, DENSO, Hewlett-Packard, Mercedes-Benz, Mio Technology, Nokia, Pioneer and Research in Motion (RIM).

The company's latest maps of Southeast Asia include:

• Fully attributed street network coverage in Singapore, with house number information available for the whole country, and integrated Traffic Messaging Channel (TMC) codes designed to accurately track and display the location of traffic incidents.

• Street network coverage for the majority of Thailand's population, including an interconnecting network for the complete country and a wide range of points of interest such as car parks, sport centers, government buildings and entertainment centers designed to help application and device users find more around them.

• Fully attributed street network for more than 230 municipalities in Malaysia, and major road network coverage for the majority of the population.

• Easy cross border routing with seamless map data across the region.