

# End-User Traffic

## Real-time traffic delivered straight to the car

### Overview

At TomTom, our mission is to help our customers arrive at their destinations faster, more safely and more reliably, regardless of their location. TomTom delivered the first live traffic product in 2007, and our experience has taught us how to continue delivering the best traffic products on the market. Our real-time traffic products are created by merging multiple data sources, including anonymized measurement data from over + 600 million connected devices. Using highly granular data, gathered on nearly every stretch of road, we can calculate travel times and speeds continuously.

TomTom End-User Traffic delivers accurate, real-time traffic information straight to the OEM navigation system. By delivering a location-based feed to the in-dash navigation device, the content is highly car- and route-centric. At the same time, it aims to minimise OEM system requirements in terms of bandwidth consumption, processing power, and memory.

TomTom End-User Traffic provides access to two real-time traffic products that can be used with or without navigation to inform and alert on incidents, traffic density and travel times on the road ahead.

TomTom Traffic Incidents delivers information on the current observed congestion and incidents on roads in all countries where TomTom Traffic is available. Traffic 'incidents' in this context include easily integrated information like traffic jams, road closures, lane closures, construction zones, and accidents that help routing engines anticipate the road ahead and calculate safe and timely routes.

TomTom Traffic Flow delivers a detailed view of the current observed speed and travel times on the entire road network in all countries where TomTom Traffic is available. This product is designed to include easily integrated information and accidents that help routing engines anticipate the road ahead and calculate safe and timely routes.

### Features

### Benefits

Global coverage

TomTom Traffic Incidents and Flow are available in 84 countries

Data is updated faster than every 30 seconds

Guarantees access to the most up-to-date and accurate traffic information for navigation, ADAS and AD use cases

Precise location via OpenLR or TMC Location Referencing

Delivers flexibility and seamless road network coverage for navigation, ADAS and AD use cases

Predictive traffic

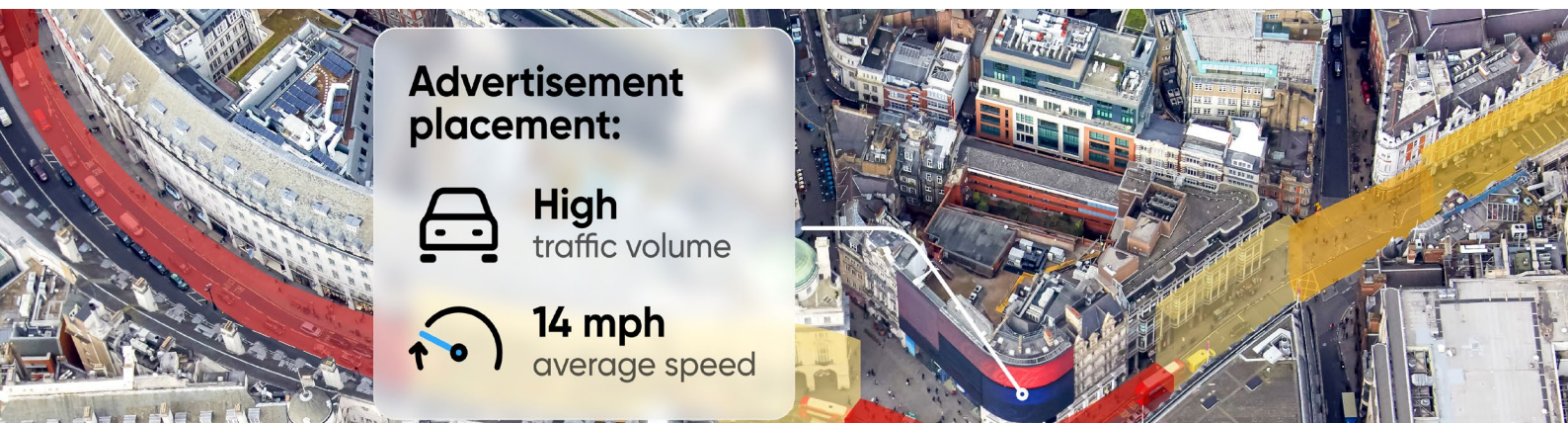
Improves route-planning for long trips and estimated time of arrival accuracy

Lane-level precision

Ensures that traffic information is only provided for the lanes relevant to the active route

Time-critical, dynamic events

Warns drivers on safety related incidents that require special attention



**Advertisement placement:**



**High**  
traffic volume



**14 mph**  
average speed

## Sample application

TomTom End-User Traffic has the following use case:

Car navigation: Real-time traffic information enables efficient routing and re-routing, as well as accurate estimated times of arrival. It reduces travel times, fuel use and emissions, and for navigation, ADAS and AD use cases improves safety.

## Product formats

TPEG is the Automotive industry standard for delivery of traffic information. The TomTom End-User Traffic feed uses TPEG2-over-HTTP standard with the following TPEG applications:

- Traffic Incidents via TPEG2-TEC
- Traffic Flow via TPEG2-TFP

More information about TPEG specifications is available at <http://tisa.org/technologies/tpeg/>

