



Intermediate Traffic

Real-time traffic for multiple platforms

Overview

TomTom’s 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 GPS-enabled devices. Using highly granular data, gathered on nearly every stretch of road, we can calculate travel times and speeds continually.

TomTom Intermediate Traffic delivers accurate, real-time traffic content to customers who integrate it into their own applications. Target customers for TomTom Intermediate Traffic include automotive OEMs, web and smartphone application developers, and governments. By delivering bulk traffic flow

information, our customers have access to a comprehensive view of what is happening on the entire road network.

TomTom Intermediate Traffic provides access to two real-time traffic products:

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 information like traffic jams, closed roads, lane closures, construction zones, and accidents.

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 for easy integration into routing engines to calculate precise travel times.

Features

Global coverage

Data is updated every minute

Precise location via OpenLR or TMC Location Referencing

Predictive traffic

Secure access using IP address whitelisting or security certificates

Direct access to the traffic data

Benefits

Provides access to real-time traffic information in 79 countries

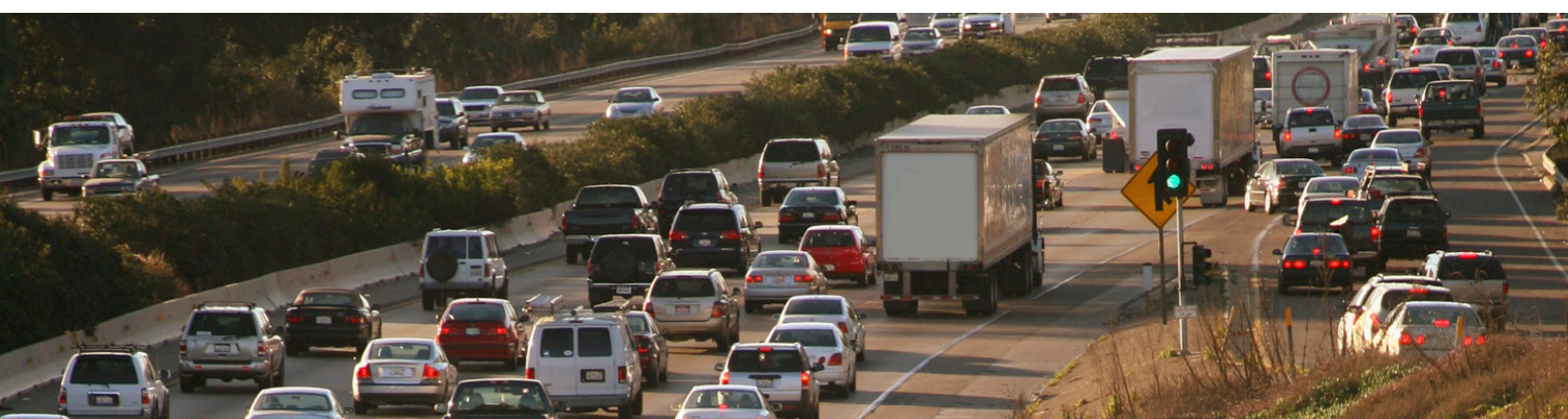
Ensures access to the most up-to-date and accurate information

Delivers flexibility and seamless road network coverage

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

Ensures secure and reliable transfer of data

Control of more variables, such as the frequency rate at which data is pulled by the customer



Sample applications

TomTom Intermediate Traffic has the following use cases:

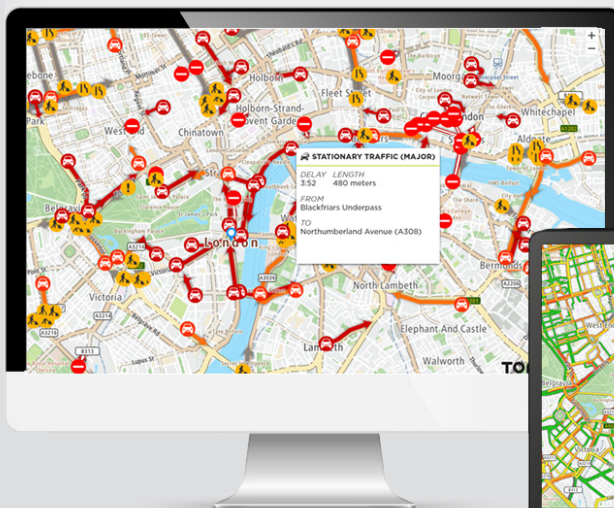
- **Navigation, mobility and mobile applications:** real-time traffic information enables efficient routing and re-routing as well as accurate estimated times of arrival. It reduces travel times, fuel use and emissions, and improves safety.
- **Fleet, Logistics and On-Demand services:** routing drivers around traffic incidents improves customer service and on-time performance.
- **Traffic management:** real-time traffic insights enable road authorities, highway agencies, and traffic management centers to monitor traffic with an accurate, detailed view of average speeds and incidents across the entire road network.

Product formats

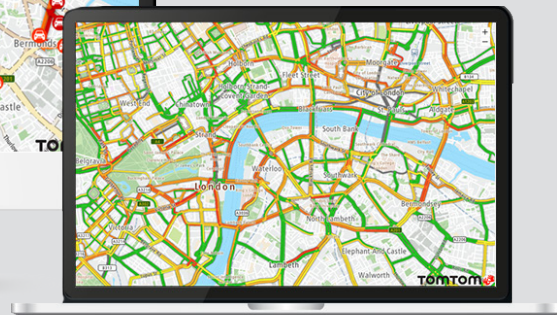
Traffic product	Core content	Format(s) available
TomTom Intermediate Traffic Incidents	Current locations and related delays of traffic jams, road closures, road works, accidents.	DATEX II
TomTom Intermediate Traffic Flow	Current measured speeds and travel times by road segment.	DATEX II and Protobuf
TomTom Intermediate Traffic Flow Detailed	Current measured speeds and travel times for Road Classes 0 to 4* by detailed road segment. *May vary per country.	Protobuf

DATEX II is an industry standard for information exchange between service providers, application developers and traffic management centers. More information is available at <http://www.datex2.eu>.

Protobuf is a method for encoding structured data in an efficient yet extendable format. For the detailed version of TomTom Traffic Flow, Protobuf is mandatory. See <http://code.google.com/p/protobuf> for more information.



Rendering of TomTom Intermediate Traffic Incidents



Rendering of TomTom Intermediate Traffic Flow