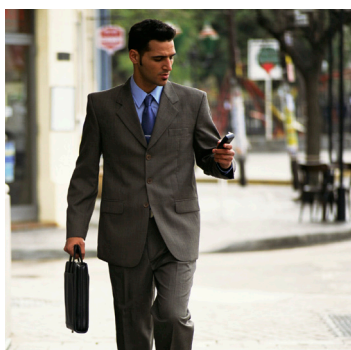
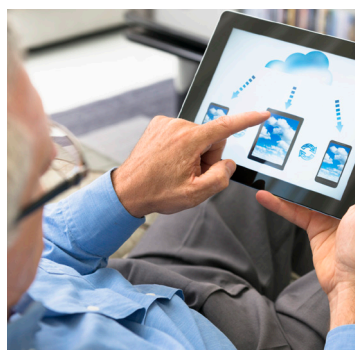




LBS PLATFORM

POWER YOUR APPS WITH THE BEST LOCATION BASED CONTENT & SERVICES

TomTom LBS Platform is a cloud-based environment that allows developers to easily access TomTom's best-in-class map content and software services. With our Location Based Services (LBS) Platform, developers are equipped with the content and tools necessary to create location-enabled applications for consumers, enterprises, and government markets.



WHY THE TOMTOM LBS PLATFORM?

THE FRESHEST MAPS

- TomTom coverage updated daily from multiple sources
- 200+ countries and territories covered
- Serving 4 billion+ people & 40 million kilometers globally

THE MOST ACCURATE REAL TIME TRAFFIC

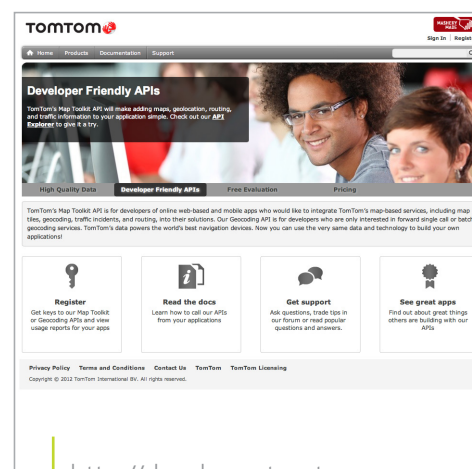
- Updates received constantly from GPS probe data
- Reporting vivid picture of traffic conditions as they evolve

BEST IN CLASS GEOCODING AND ROUTING

- Highly accurate geocoding results
- Coverage over enormous road network
- Automotive-grade routing

DEVELOPER PORTAL FEATURES

- Map Toolkit API - easy access to the best digital Maps, Best-in-Class Routing, Geocoding (forward and reverse), and Award Winning Real-time Traffic and Traffic Flow.
- Geocoding API - for customers only interested in geocoding. Includes batch geocoding service.
- Places API – uses extensive taxonomy of key words for POI search.
- Traffic Cameras API – provides live traffic camera images.
- Cloud-based platform - 24/7 easy access by developers anywhere in the world
- Possible integration of 3rd party data sources for the design of applications
- Reception of an API key for evaluation (upon registration)
- Clear, interactive documentation available to download
- Code snippets and SDKs
- Reporting and analytics to test and manage apps
- Transaction based pricing
- Comprehensive support and forum



<http://developer.tomtom.com>

**MAPS &
CONTENT**

**REAL TIME &
HISTORICAL TRAFFIC**

**LOCATION BASED
SERVICES**

WWW.TOMTOM.COM/GEOSPATIAL

MAP TILES

- Generate display map tiles
- Each image corresponds to a position on an established zoom level grid system used by the WMS-C standard
- Routing and Traffic tiles can be layered to create a compound display

GEOCODING

- Free text search and reverse geocoding
- Free text search use our geocoding to find an address, place or point of interest
- Use our reverse geocoding to track locations from a pair of coordinates

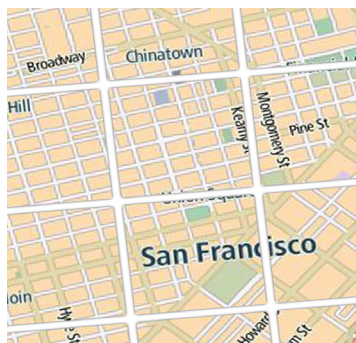
ROUTING

- Point to point routing using automotive-grade routing algorithms
- Route calculation to provide the best route while avoiding traffic, or to plan upcoming journey for a certain time of day

LEVERAGE TOMTOM TRAFFIC FOR APPLICATIONS

- Include traffic incident and delay information for display on your map view
- Include detailed information such as: Type of delay Length of the delay, Significance, Distance
- Traffic information is updated every 2 minutes
- Calculate routes using historic or real time traffic information
- Include relative or absolute traffic flow information for display on your map view
- Access detailed flow information including real time and free flow speeds and ETAs

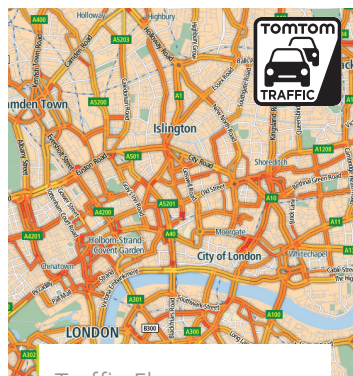
<http://developer.tomtom.com>



Map Tiles



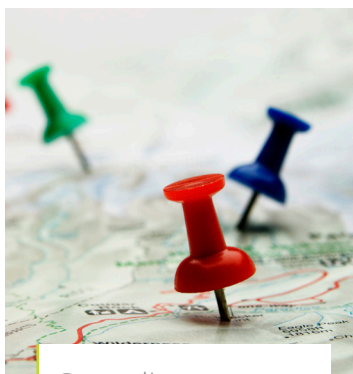
Traffic



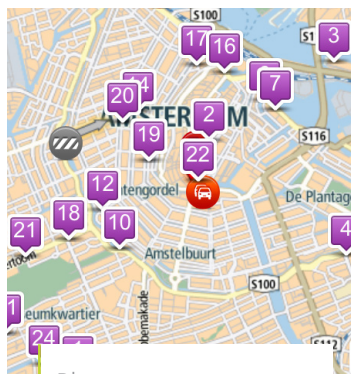
Traffic Flow



Routing



Geocoding



Places



Traffic Cameras

**MAPS &
CONTENT**

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HISTORICAL TRAFFIC**

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