

SPEED PROFILES

INTELLIGENT DATA FOR OPTIMAL ROUTING

With congested roadways and ever-increasing travel times, users of mapping applications are seeking better ways to travel efficiently, minimize transportation costs and find the optimal routes to their destinations. Speed Profiles helps commuters and business fleets do just that, easily integrating into navigation and transportation logistics systems. Speed Profiles allows drivers to accurately predict their travel times and choose an alternate route or time to travel, when necessary.

The traditional method for calculating fastest routes and estimating travel times relies on road size or legal speed limits that are always the same, regardless of the time and day. This method does not account for all the hurdles that may influence the time it takes drivers to get to their destinations. These factors include road congestion due to the volume of vehicles, traffic lights, rotaries, steep slopes and speed bumps. Speed Profiles is derived by aggregating and processing trillions of anonymous GPS measurements from millions of devices that reflect actual consumer driving patterns across the globe. This consumer data helps determine realistic average roadway speeds for all times of the day and for each day of the week.

TYPICAL USE CASES

- Traffic performance modeling
- Improved driver ETA
- Transportation logistics solutions

WHY TOMTOM SPEED PROFILES?

HIGH ACCURACY

Aggregates real speed data from millions of anonymous, consumer GPS devices

BROAD COVERAGE

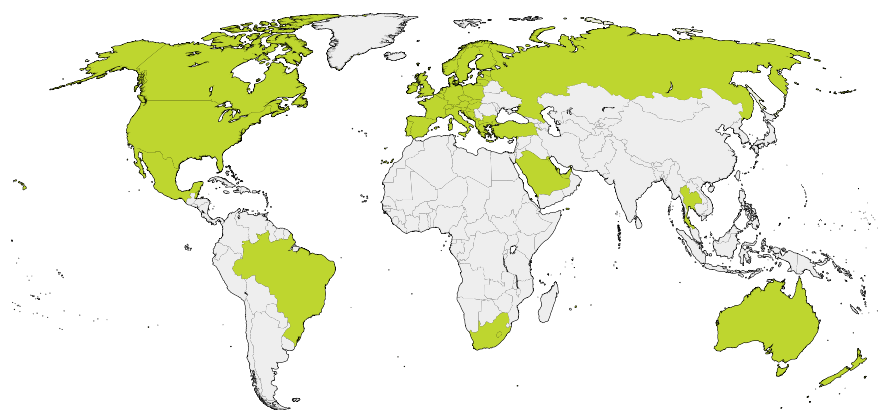
Coverage throughout the world

DETAILED GRANULARITY

Traffic patterns are captured for every five minute interval

ONE GLOBAL SPECIFICATION

Consistent format in all countries

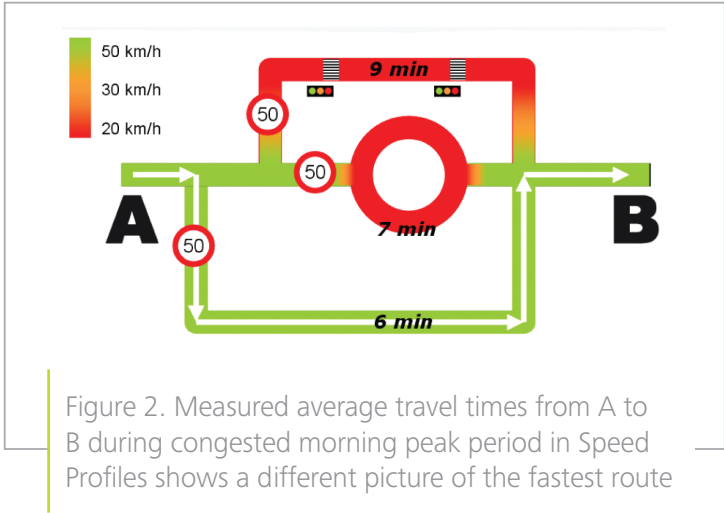
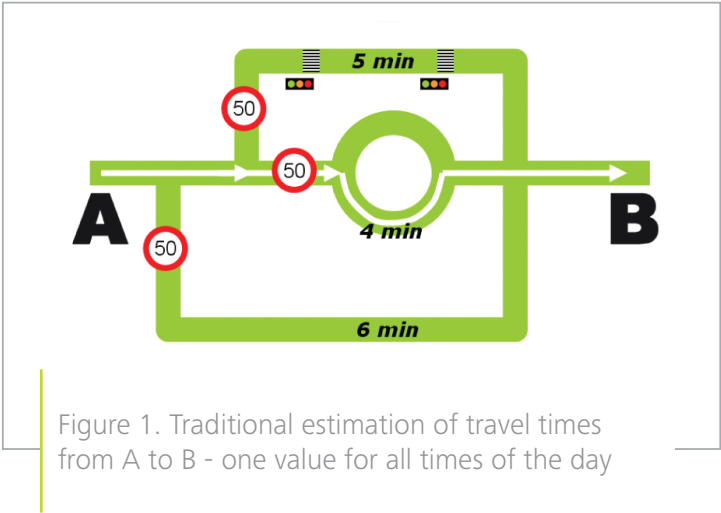


MAPS &
CONTENT

REAL TIME &
HISTORICAL TRAFFIC

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FEATURE	BENEFIT
High Accuracy <ul style="list-style-type: none">Aggregates real speed data from millions of anonymous, consumer GPS devices, providing true average speeds on individual road segments.	<ul style="list-style-type: none">Results in greater route time accuracy.
Broad Coverage <ul style="list-style-type: none">The content covers highways, urban and rural arterials, and secondary roads in countries throughout Europe, North America and beyond, with coverage growing at a rapid pace.	<ul style="list-style-type: none">Quickly deploy in multiple markets with one global platform.
Detailed Granularity <ul style="list-style-type: none">Comprehensive traffic patterns are captured for every five minute interval for each day of the week.	<ul style="list-style-type: none">Provides greater product quality.
Compact Data Footprint <ul style="list-style-type: none">A compact design results in less than a 2% increase in data size as an add-on to the map content.	<ul style="list-style-type: none">Efficient use of memory lowers build costs, allowing use on all device models.
One Global Specification <ul style="list-style-type: none">Consistent format in all countries eliminates the need to standardize and stitch together data from different suppliers.	<ul style="list-style-type: none">Saves time and money on global development.



END USER BENEFIT

By selecting the quickest routes, users may:

- Reduce travel time
- Save money by consuming less fuel
- Enhance the navigation experience
- Minimize environmental impact
- Lower stress by avoiding congestion

FORMATS

For MultiNet map products:

- DBF format for Shapefile
- Txt-based format for GDF relational and sequential products