



Traffic: Today and Tomorrow

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May 15th 2012, Maidstone, UK

England



Traffic Congestion = Global Issue



Something we can't change?





Time to challenge
conventional thinking

We are on a mission...

- Reduce traffic congestion for all drivers
- Reduce average journey times by up to **15%**
- Reduce fuel consumption and CO₂ emissions



Multiple high quality sources

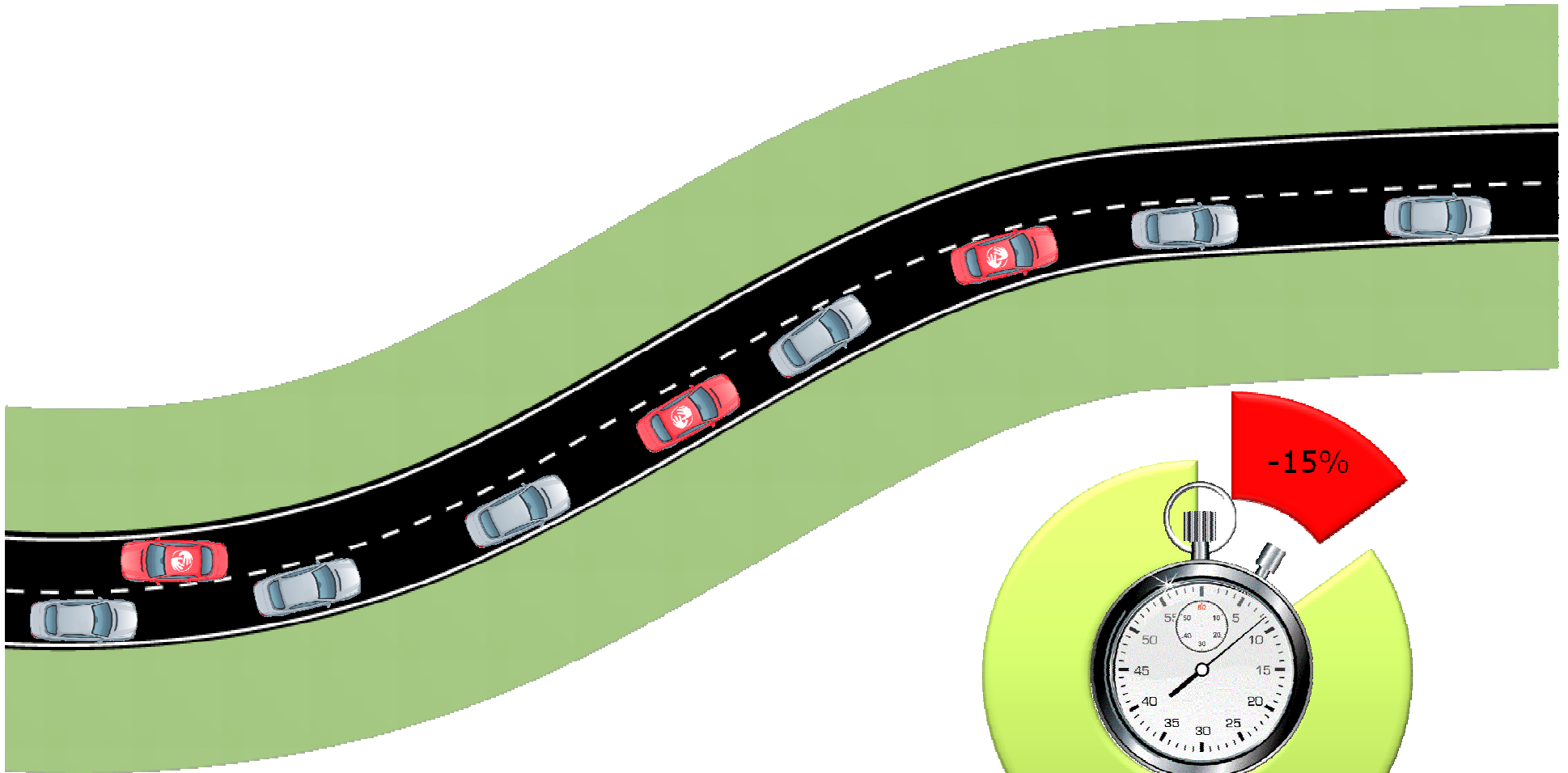


Advanced fusion engine

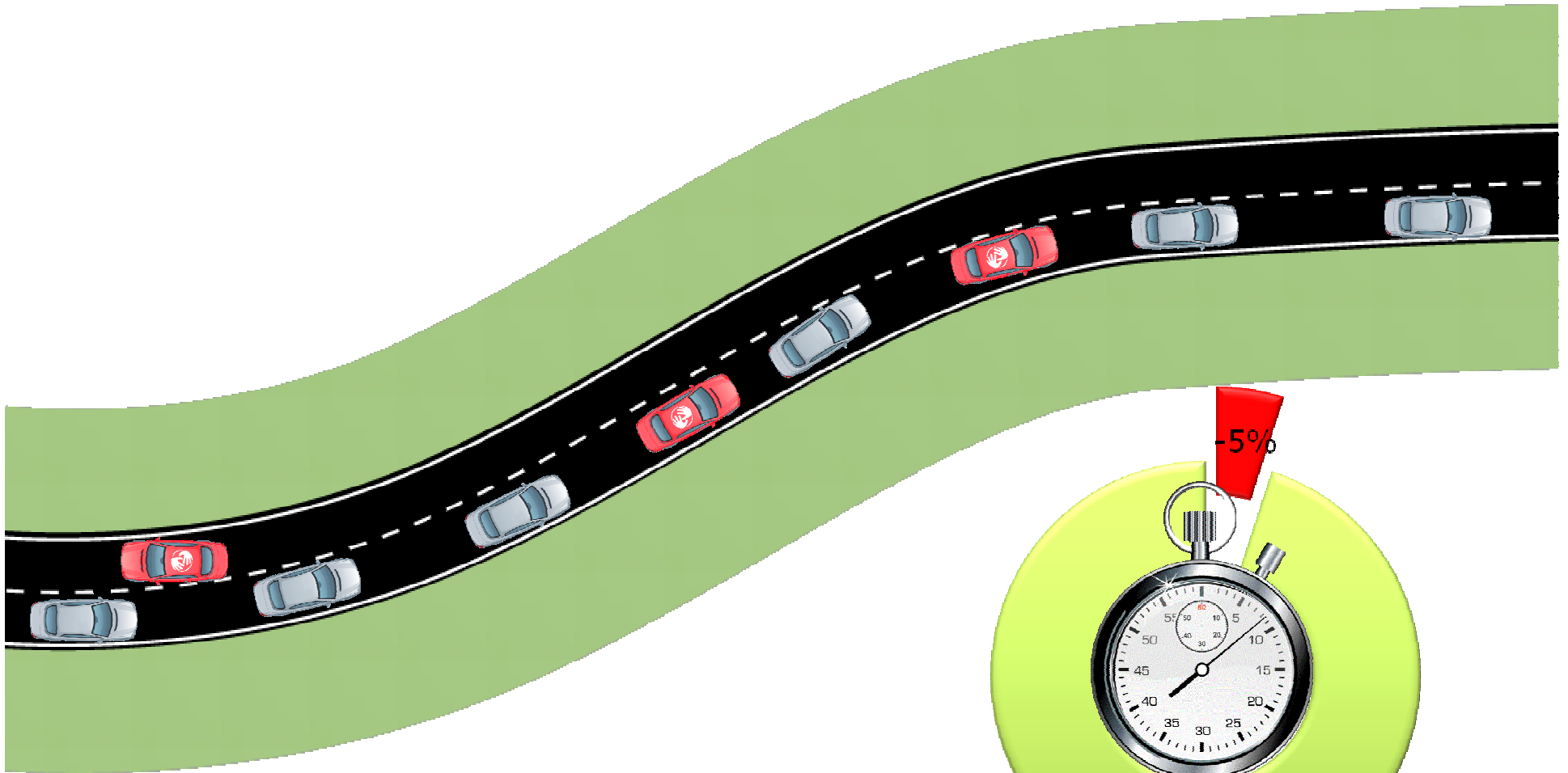
- Validation
- Fusion
- Detection



Reduce Traffic for TomTom users



Reduce Traffic for ALL



LL



A close-up, low-angle shot of a red car's front left side, including the wheel and door, as it drives on a multi-lane highway. The road surface and lane markings are heavily blurred due to motion, conveying a sense of speed. In the distance, another car is visible in the same lane. The overall scene is brightly lit, suggesting a clear day.

Innovation
drives
TomTom

Anonymous GPS measurements



TomTom HOME



Mobile App



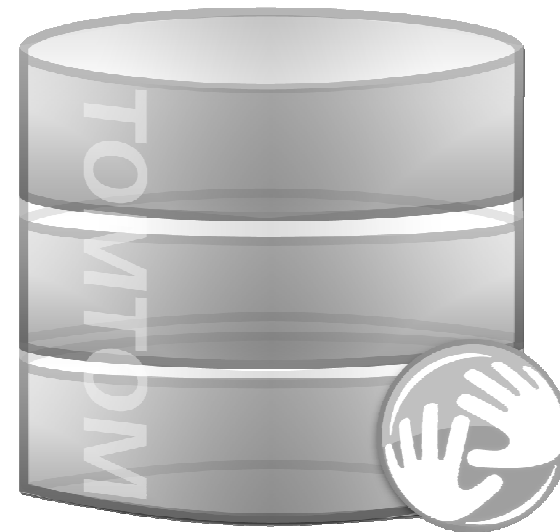
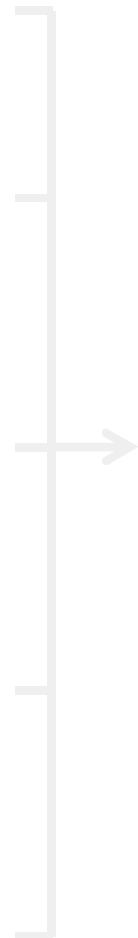
In Dash Navigation



BUSINESS SOLUTIONS



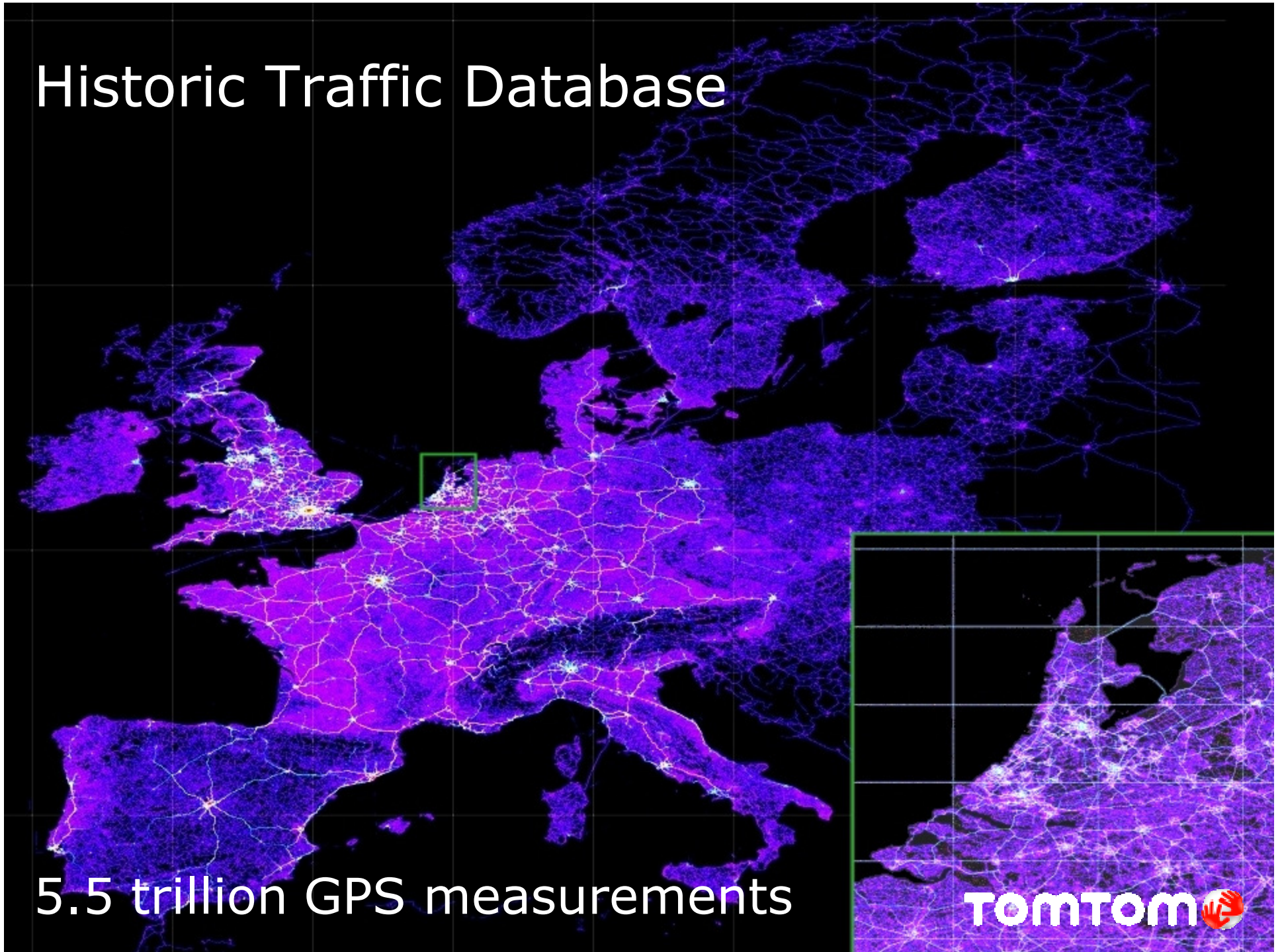
CONNECTED PND



Historic Traffic Database

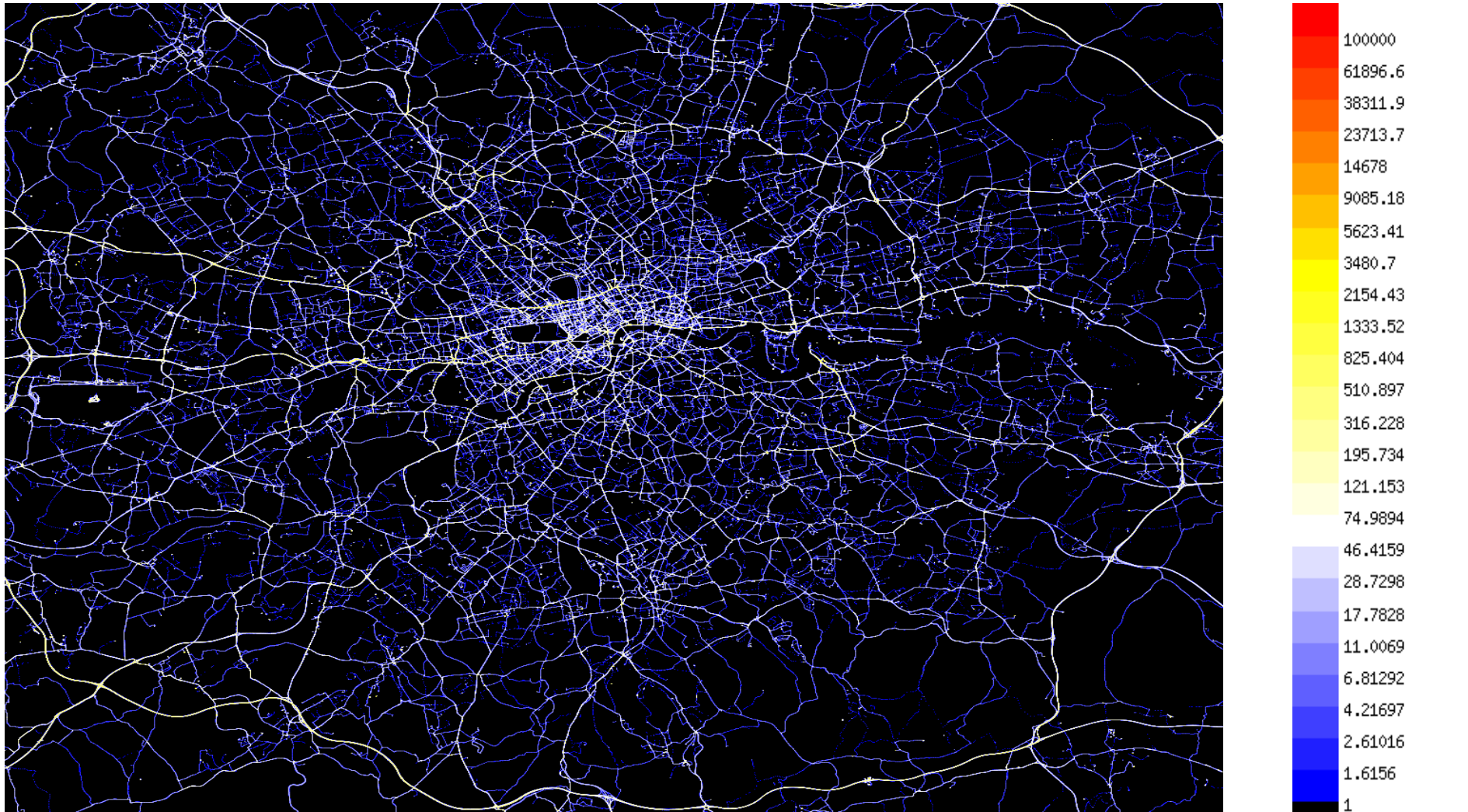
5.5 trillion GPS measurements

TomTom 



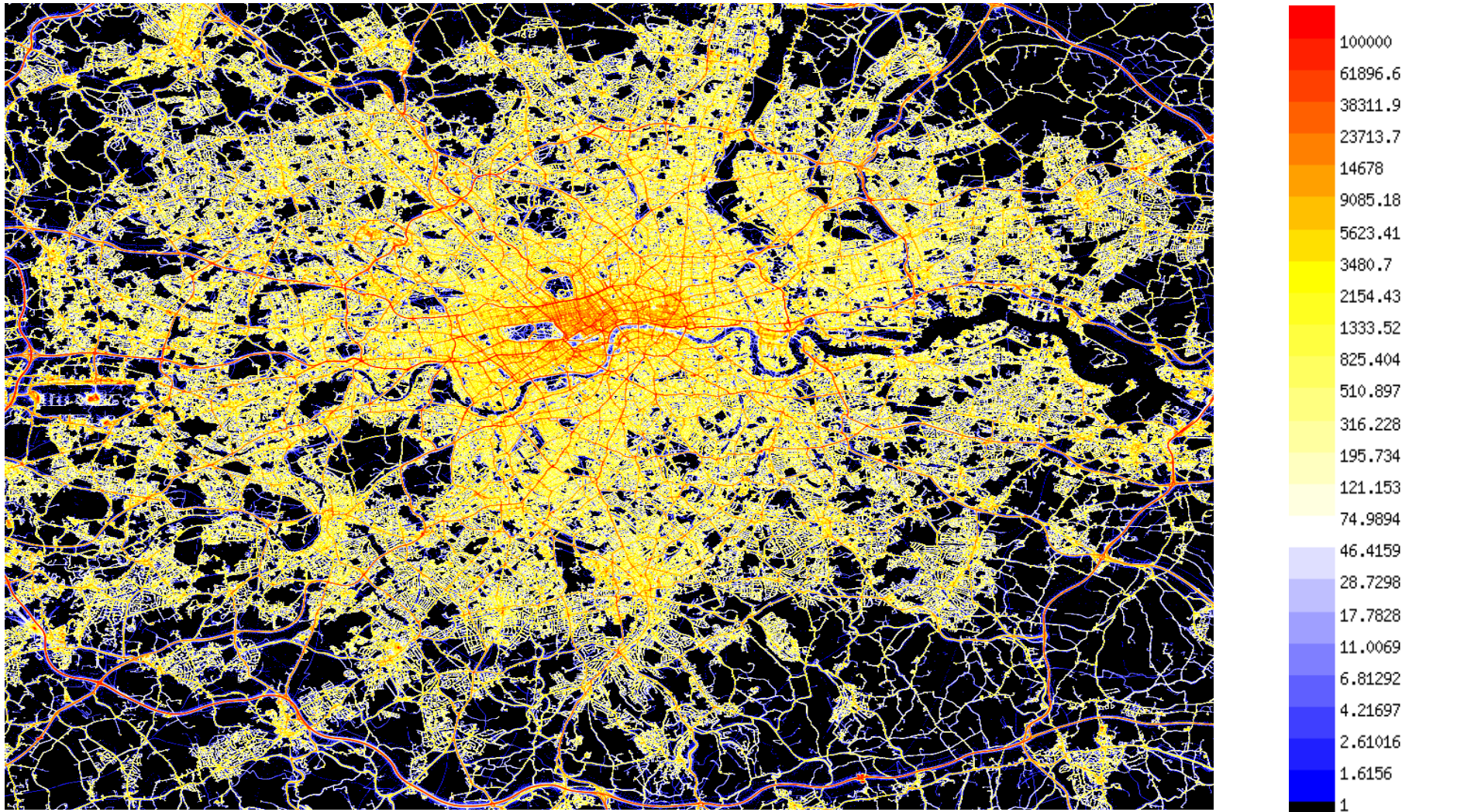
London

July 2011, Morning 8 – 9 AM



London

July 2011, 30 days





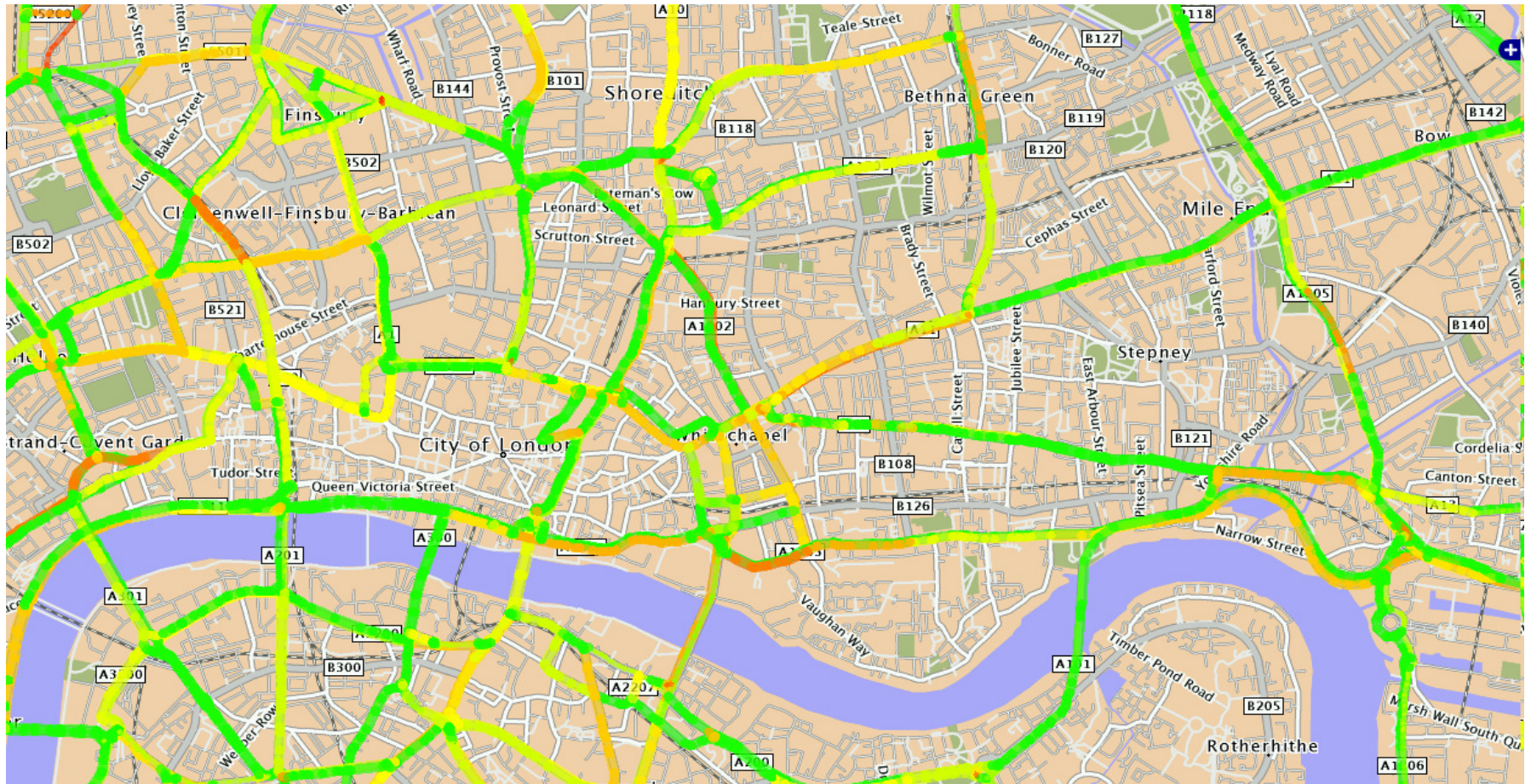
Revolution for Traffic Management



Real Time

London

HD Flow
Real-time Traffic Insights



Real Time



Traffic Stats internet portal

Online access to historical traffic information



Welcome, TomDemo3 ([Log out](#))

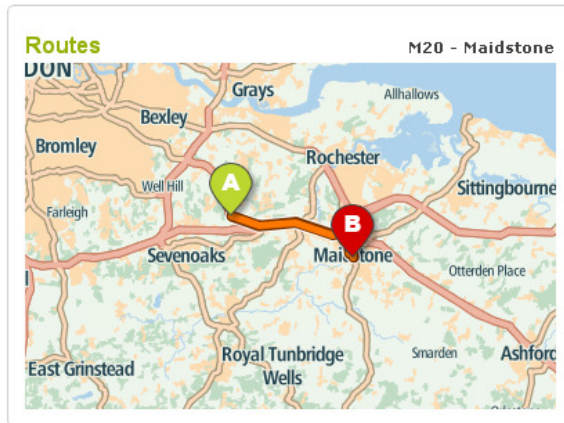
[Traffic Stats Dashboard](#) [Datasets](#) [Help](#)

[Datasets](#) > K CC

K CC

ID: 7664 Created on: 2012-05-14 00:28:01.0

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Dates: September-October

- From: 2009-09-01
- To: 2009-10-31

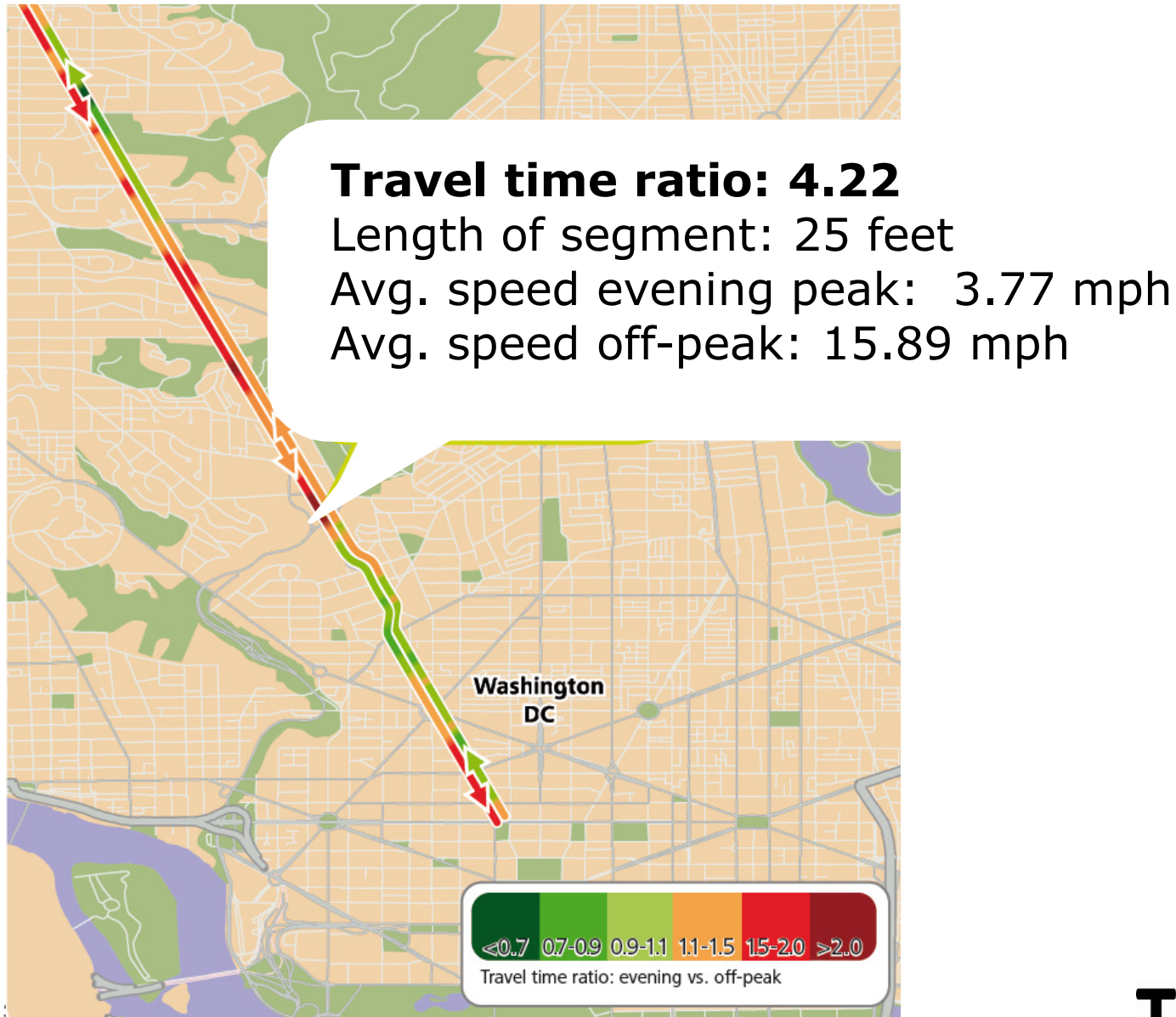
September 2009							
Wk	Su	Mo	Tu	We	Th	Fr	Sa
35			1	2	3	4	5
36	6	7	8	9	10	11	12
37	13	14	15	16	17	18	19
38	20	21	22	23	24	25	26
39	27	28	29	30			

Times: example times

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
12am - 1am							
1am - 2am							
2am - 3am							
3am - 4am							
4am - 5am							
5am - 6am							
6am - 7am							
7am - 8am							
8am - 9am							
9am - 10am							
10am - 11am							
11am - 12pm							
12pm - 1pm							
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3pm - 4pm							
4pm - 5pm							
5pm - 6pm							
6pm - 7pm							
7pm - 8pm							
8pm - 9pm							
9pm - 10pm							
10pm - 11pm							
11pm - 12am							



Historic Journey Time Analysis





- Revolutionary Floating Car Data
- Provided to PND's, in-dash, mobile and fleet management
- Help governments monitor and analyse traffic conditions

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Freedom to Move!

TomTom 