



TomTom Unveils a Range of New and Updated Content & Services

~ Sets new standards in ease of use and brings ultimate personalisation to portable car navigation~

CeBIT, 9 March 2006 – TomTom, the leading navigation solution provider, today unveils the full details of a new and updated collection of TomTom PLUS content & services.

Building on TomTom's already rich PLUS portfolio, the new range of TomTom PLUS content & services offers drivers the chance to personalise their TomTom products, whilst improving and enhancing their navigation experience.

TomTom's new offering features TomTom HOME, a software application that enables customers to easily manage their PLUS content & services from their computer. TomTom HOME simplifies the process of managing, downloading, and storing TomTom PLUS content & services. Users can pre-plan their route from a PC or MAC and download content such as maps onto their TomTom GO. TomTom HOME also enables TomTom GO 910 users to play music and view photos.

New and updated TomTom PLUS content & services include:

- **TomTom Audiobooks** – Enables users to download and listen to books, magazines or newspapers. NEW!
- **TomTom Buddies** - Enables authorised TomTom users to locate each other and send instant messages. NEW!
- **TomTom Safety Cameras** – Now pre-installed on the entire new TomTom GO range. Users can report and stay up-to-date on the locations of Mobile Safety Cameras. NEW!
- **TomTom Quick GPS Fix™** - determines your position faster than ever. NEW!
- **TomTom Traffic & Road Conditions** – Allows drivers to be kept up to date on any road conditions that may affect their journey such as fog or icy roads. UPDATED!
- **TomTom Weather** - Updated to keep TomTom users to be constantly kept informed on road conditions in Europe and the USA, as well as receiving 5-day weather forecasts. UPDATED!

"The updated and expanded portfolio of TomTom PLUS content & services highlights our commitment to bring innovation and ease of use to the portable navigation industry," said Harold Goddijn, TomTom's chief executive officer. "The TomTom PLUS content & services have been enormously popular with consumers. By introducing new services, such as Audiobooks and Buddies, as well as updating our current services TomTom Traffic, TomTom Safety Cameras and TomTom Weather, we are able to ensure that personal navigation continues to be stress free, personal, fun and most of all safe for consumers to use."

TomTom has launched and updated the following:

TomTom Audiobooks

For the latest in in-car entertainment TomTom has teamed up with Audible Inc., the largest supplier of digital spoken books to offer a vast catalogue of titles for its new service TomTom Audiobooks. TomTom Audiobooks features a new type of entertainment which allows users to simply download their favourite book, magazine or podcast through their PC or MAC onto their device.

Featuring the biggest catalogue of spoken books from popular authors such as Dan Brown, Stephen King and James Patterson, and with over 23,000 titles from popular genres like fiction, comedy, mystery, non fiction, politics, self-development and language, users can ensure that they're kept entertained for hours in their car. In addition to books, users can download audio versions of newspapers, events and performances, 'how to' programs, language courses, travel information and education programs.

TomTom Buddies

TomTom Buddies allows drivers to invite other TomTom users to become their authorised 'buddy', meaning users can see where their friends and family are and navigate to their location quickly and safely. Acting like an exclusive club, users can send each other text messages, as well as interesting locations. The service also provides the option of privacy, meaning users can hide their location and delete 'buddies' as and when required.

TomTom Safety Cameras

Adding to TomTom's comprehensive database of safety camera sites that have been checked and verified by TomTom field surveyors, the TomTom safety camera alerts now include Mobile Safety Cameras, and the option to report any new safety cameras at a touch of a button from TomTom devices. Completely integrated into the new TomTom GO range, TomTom Safety Cameras encourage safe driving, whilst ensuring that users can report changes in locations of speed cameras and mobile speed traps. These are then automatically updated in a large database, meaning users will continue to receive the latest information from their device.

TomTom Quick GPS Fix™

Using the new TomTom HOME software application, users will now be able to download the TomTom Quick GPS Fix™. The TomTom Quick GPS Fix™ continually retrieves ultra-precise details about the satellites orbiting the earth, which means TomTom drivers will be able to find their current position faster than ever when switching on the device.

TomTom Traffic & Road Conditions

As part of the update to TomTom Traffic, users will now also receive road condition alerts via their wireless data connection (GPRS). Users will be kept up to date on any road conditions such as fog or ice on the road that may affect journeys. Coupled with the current TomTom Traffic service which includes real-time traffic alerts, and the option to plan journeys to avoid traffic hotspots, this service provides complete updates on weather and traffic conditions.

TomTom Weather

TomTom Weather now features detailed real-time weather information for any city on the user's selected map. By sending information directly to the device, TomTom Weather provides hourly updates on cloud cover, rain and snow, temperature, wind, lightning warnings and visibility, meaning users can travel in confidence whilst receiving the latest news about weather that may affect their journey. Featuring a new 5-day weather prediction, users can receive clear weather updates for the days ahead - ideal for those planning long trips in foreign cities.

Compatibility

TomTom Buddies, TomTom Mobile Safety Camera alerts, TomTom Traffic & Road Conditions and TomTom Weather require a Bluetooth™ enabled smart phone. In addition, TomTom PLUS content & services are compatible with the following TomTom devices.

PLUS content & Services	GO 910	GO 710 & GO 510	Remainder Product Portfolio
TomTom Audiobooks	√	-	-
TomTom Buddies	√	√	-
TomTom Traffic	GPRS & TMC	GPRS & TMC	GPRS
TomTom Safety Cameras	√	√	√
TomTom Quick GPS Fix™	√	√	-
TomTom mobile safety cameras	√	√	-
TomTom Weather	√	√	√
TomTom 5-day weather forecast	√	√	-
TomTom Voices	√	√	√
TomTom Maps	√	√	√
TomTom Points Of Interest	√	√	√

Pricing and Availability

Depending on the service, the new and improved TomTom PLUS content & services can be downloaded to the new models of the GO range for free, purchased on the TomTom website www.tomtom.com or through the TomTom device.

Please watch the TomTom website for information on availability of TomTom content & services per country.

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About TomTom

TomTom NV is a leading provider of personal navigation products and services.

TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom ONE and the TomTom RIDER. TomTom also provides navigation software products which integrate with third party devices; the TomTom NAVIGATOR software for PDA's and TomTom MOBILE navigation software for smart phones.

TomTom PLUS, is the location-based content and services offering for TomTom's navigation products. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, Germany, France, Italy, the United States of America, China and Taiwan. TomTom's products are sold through a network of leading retailers in 20 countries and online.