



## TomTom launches online Content-Sharing Platform through TomTom HOME

**Users can seamlessly download, upload and share content with other members of the TomTom satnav community for free.**

**12 February 2008, Amsterdam** - TomTom, the world's largest portable navigation solutions provider, today launches the industry's first content-sharing platform for TomTom devices that allows users to easily download, upload and share a wealth of navigation content with other users for free. The content available to share and download will offer something for everyone from personalised start-up images, to warning sounds to funny voices and more.\*

The platform will be made available on the latest version of TomTom HOME, which has been unveiled for both PC and MAC users. This new version is available from today and has been designed to bring new levels of personalisation to the navigation experience of the entire TomTom community.

The content-sharing platform comes fully integrated into the new version of TomTom HOME\*\*, is easy-to-use and requires no separate installation. Users simply connect their device to their computer, launch TomTom HOME and select the type of content that interests them. Within each area the user will see a list of content supplied either by TomTom, a third party or individual TomTom customers. They simply click on the "add" button to install the content onto their TomTom device. To upload and share content, users simply fill in a short description of the content and can then easily transfer the item from their device to TomTom HOME.

"TomTom HOME is a key tool to emphasise our commitment to the constantly growing TomTom community," said Harold Goddijn chief executive officer at TomTom. "Our users tell us all the time how much they enjoy personalising their devices with content they can get from one another. However, this content has always been spread out and unorganised across the web and on users' devices. With the new version of TomTom HOME, TomTom brings personalisation and user-generated content together in an all-in-one, easy-to-use application unlike anything else in the navigation industry."

### **Nice extras**

Symbolising the importance of user-generated content, users can rate content via a star system, as well as sort it by how it's rated by the TomTom community. Additionally, TomTom HOME will automatically distribute any updates to existing content, for example if someone updates a POI set of favourite restaurants, their changes would automatically be sent out to TomTom HOME users who have previously downloaded that set.

### **New Map Share™ features**

In addition to the content-sharing platform, the new version of TomTom HOME features new management improvements to Map Share, TomTom's patented map improvement technology. Now users can limit the corrections they download by country or region, enabling those with limited memory space on their device to use Map Share more selectively. Additionally, Map Share now features a status indicator which keeps users informed on how up to date their maps are.

### **Background on TomTom HOME**

TomTom HOME is the industry's first computer software that makes navigation devices future proof, gives access to an increasing range of content and services, such as map updates through Map Share technology, and allows customers to further personalise their TomTom navigation devices. TomTom HOME embodies TomTom's focus on technology, innovation and ease of use. Since TomTom HOME was first launched in 2006, it has seen a tremendous growth of users. As of January 2008, the amount of registered users has grown to 4.25 million.

### **\*The full portfolio of content available to share and download includes:**

- **Personalised Images:** For the driver that wants to express their individuality, TomTom offers a database of images appear that users can have appear on the touch screen of a TomTom device when it is turned on or shut down. Drivers can access loads of pictures from the image of a cowboy riding off into the sun, to the logo of their favourite automotive brand.
- **Vehicle Icons:** One of TomTom's most popular content offerings allows the driver to choose a variety of different car models and colours on the touch screen (ranging from a classic 1960's sedan to a modern hot pink car) to symbolise their exact place on the road\*\*\*
- **Warning Sounds:** To alert drivers to any number of situations on their journey, such as the close proximity of a safety camera or their favourite POI (anything from a museum to the best scuba diving site), drivers can choose from sounds that include an airplane taking off to the sound of an elephant!
- **Funny Voices:** A full database of funny navigation voices to take the boredom out of travelling are available on the TomTom content-sharing platform. Drivers can install different navigation voices, including the real John Cleese and blunt sports team coaches!

- **Colour Schemes:** TomTom users can install new colour schemes directly onto their TomTom device to suit individual taste in colours or they can even choose to have the main colours on the navigation screen reflect the colours of their national flag.
- **Map Overlays:** Drivers can create their own maps and overlay them onto the map that comes with their TomTom device. Examples of overlays that people could create are walking routes, maps of large exhibition halls, or amusement parks.
- **POI's:** A huge set of POI's (Points of Interest) is available on the TomTom content-sharing platform that will enrich every driver's navigation experience. POI's range from golf courses to internet hot spots to coffee shops.
- **Routes:** A large and growing number of free routes available for most Western European countries can be found on TomTom HOME. The routes are from the best sources (mostly well-known motor magazines and websites) but also people from the TomTom community can create and share their favourite routes.
- **Content will continue to be added. The platform can be found at:** [www.tomtom.com/home/personalise-device](http://www.tomtom.com/home/personalise-device).

\*\*Not yet available for TomTom RIDER or TomTom NAVIGATOR.

\*\*\*This is only available for the TomTom GO family of products