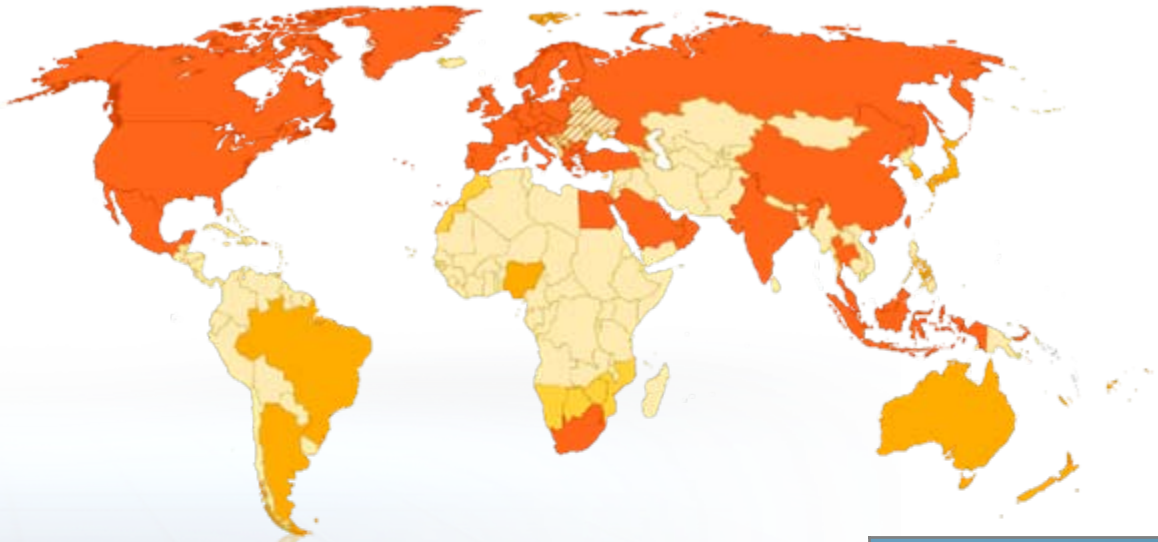
Tele Atlas Find more.™

Location-Based Services... Tapping into the Community

Arnout Desmet
Director, Operations, APAC

Today's World Coverage



- Tele Atlas MultiNet™
- Tele Atlas Connect Plus™
- Tele Atlas Connect™
- Connector Roads for MultiNet™
- Navigable Coverage Via Partner Product

Worldwide Countries	77 Countries
Worldwide Roads	28.7 million KM/18 million miles
Americas Roads	13 million KM/ 8.1 million miles
EMEA Roads	10.6 million KM/ 6.6 million miles
Asia Pacific Roads	5.2 million KM/ 3.2 million miles
Worldwide Addresses (people reached)	2.2 billion
Worldwide Points of Interest (POIs)	30 million

Copyright © 2009 Tele Atlas. All rights reserved.

Global Experience

Portable Navigation

Internet Mapping

Wireless and LBS

Automotive Navigation

Enterprise and Government

Copyright © 2009 Tele Atlas. All rights reserved.

Tele Atlas Kalyani India

- Joint Venture between Tele Atlas, Kalyani Group and Infotech Enterprises Limited
- HQ in Pune with regional offices in multiple cities
- Strong localised expertise and production capability
- First map provider in India with Value Added Reseller Agreement with Survey of India
- Global product specification (MultiNet) delivered in GDF, Shape and Oracle Spatial
- Extensive map coverage and content for India including 3D landmarks and 2D city maps

Copyright © 2009 Tele Atlas. All rights reserved.

Content for Improved User Interface

Toponym: Phoenix

Transcription: 'fi.nIks

Phonemes

Contour/City Maps

3D City Models

Junction Views

Current map database contents

+

3D Landmarks & brand icons

Copyright © 2009 Tele Atlas. All rights reserved.

Content for Improved Routing

Slow to stationary traffic on E18 in direction of Oslo between Junction E16 and exit 21 (10 Km)

On-line access to dynamic traffic information

Until midnight Heavy Snow in the French Alps

On-line access to traffic-relevant information

"At 8:00 AM average speed at street A is 4 km/h"

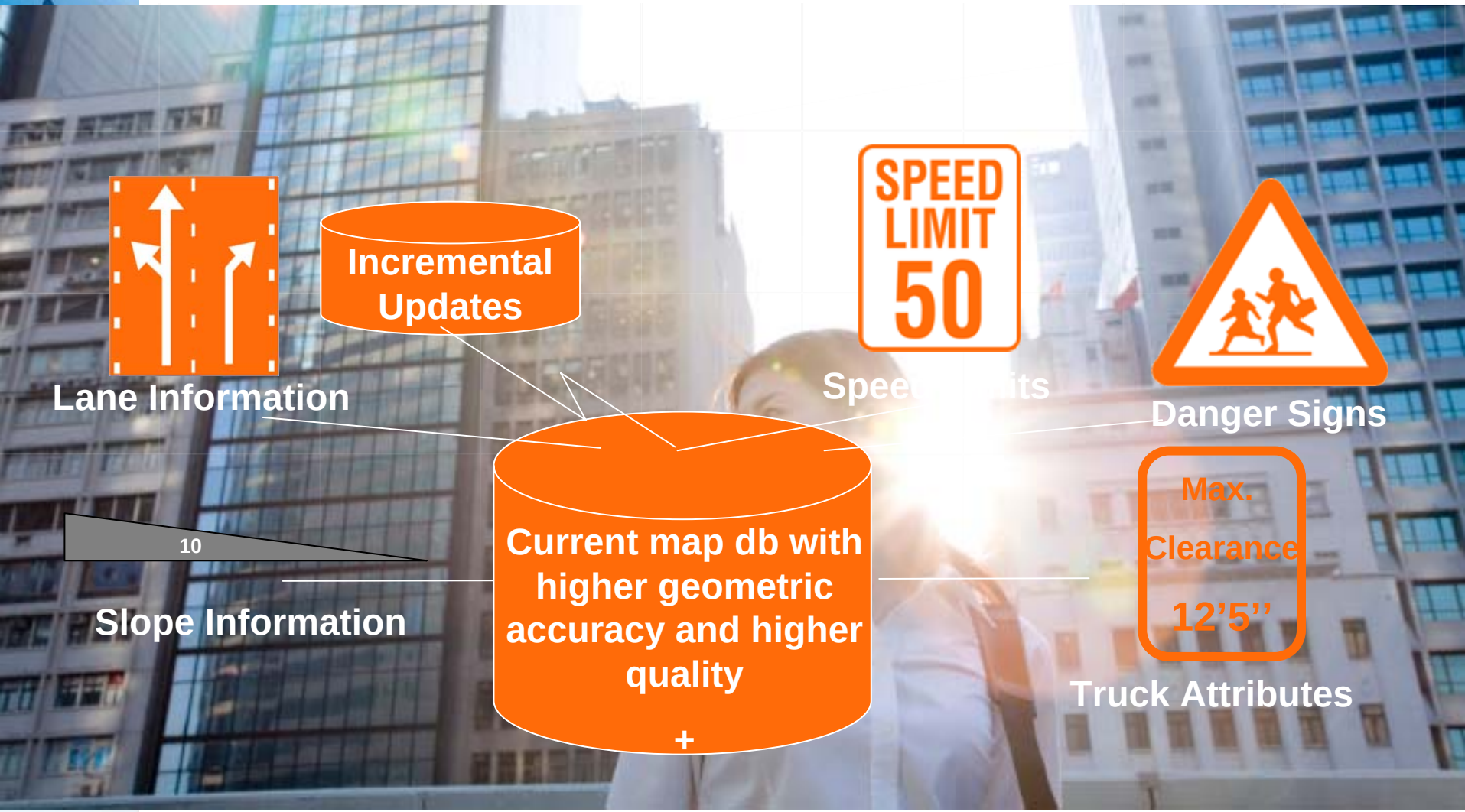
Historical speed information

Current map database contents

+

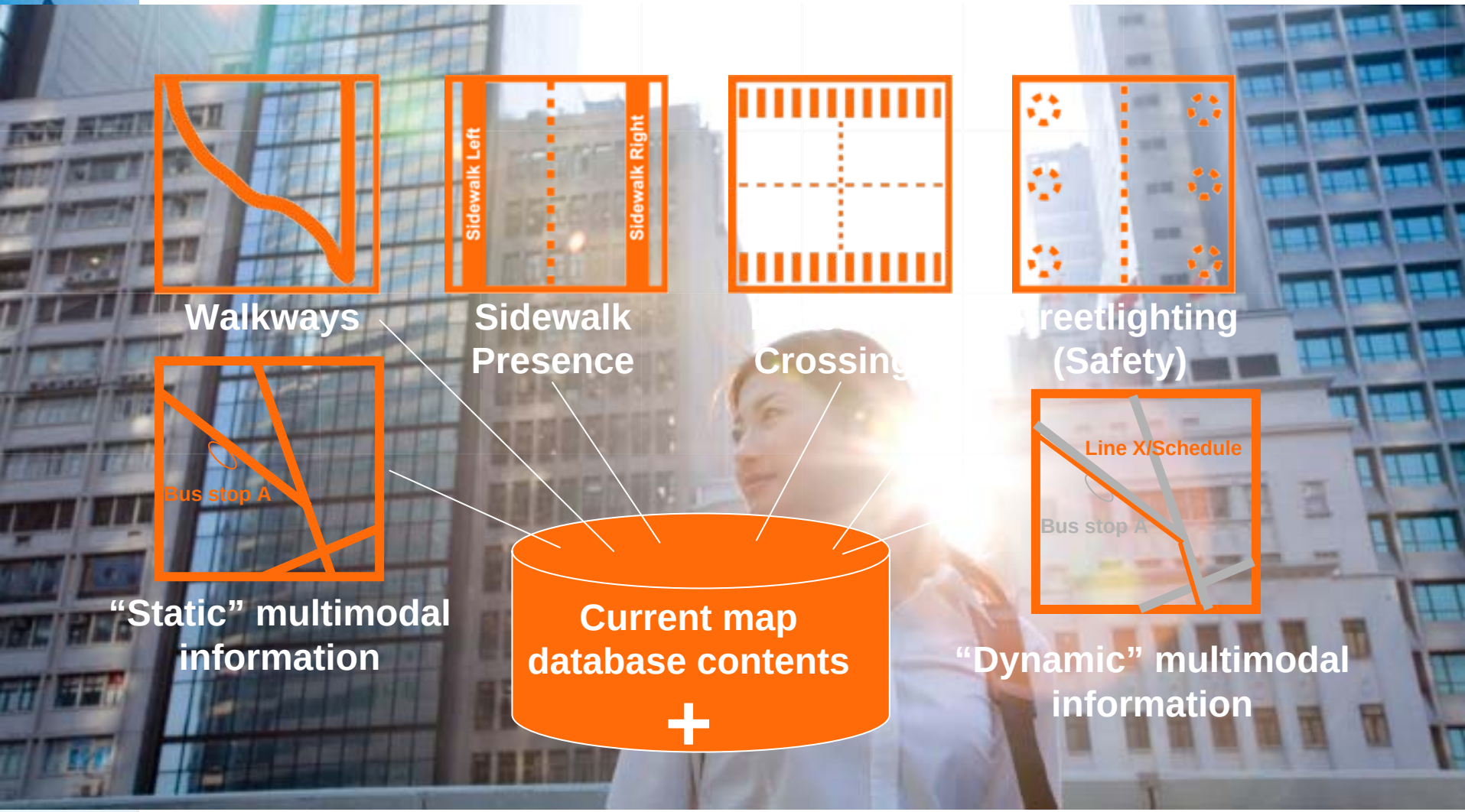
Copyright © 2009 Tele Atlas. All rights reserved.

Content for Improved Guidance



Copyright © 2009 Tele Atlas. All rights reserved.

Content for Pedestrian & Multimodal

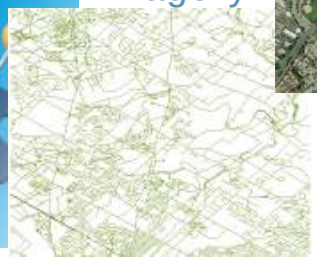


Copyright © 2009 Tele Atlas. All rights reserved.

Conventional Update Sources

Geometry

Aerial & Satellite Imagery

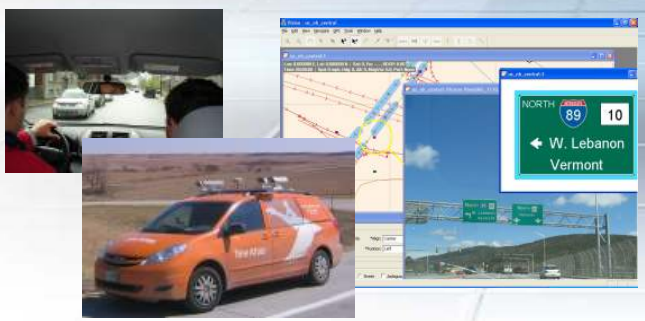


GIS Databases

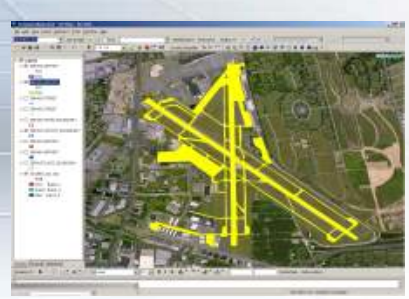
Addressing

Field Survey

Field Editing & Mobile Mapping Collection



POIs & Land Use

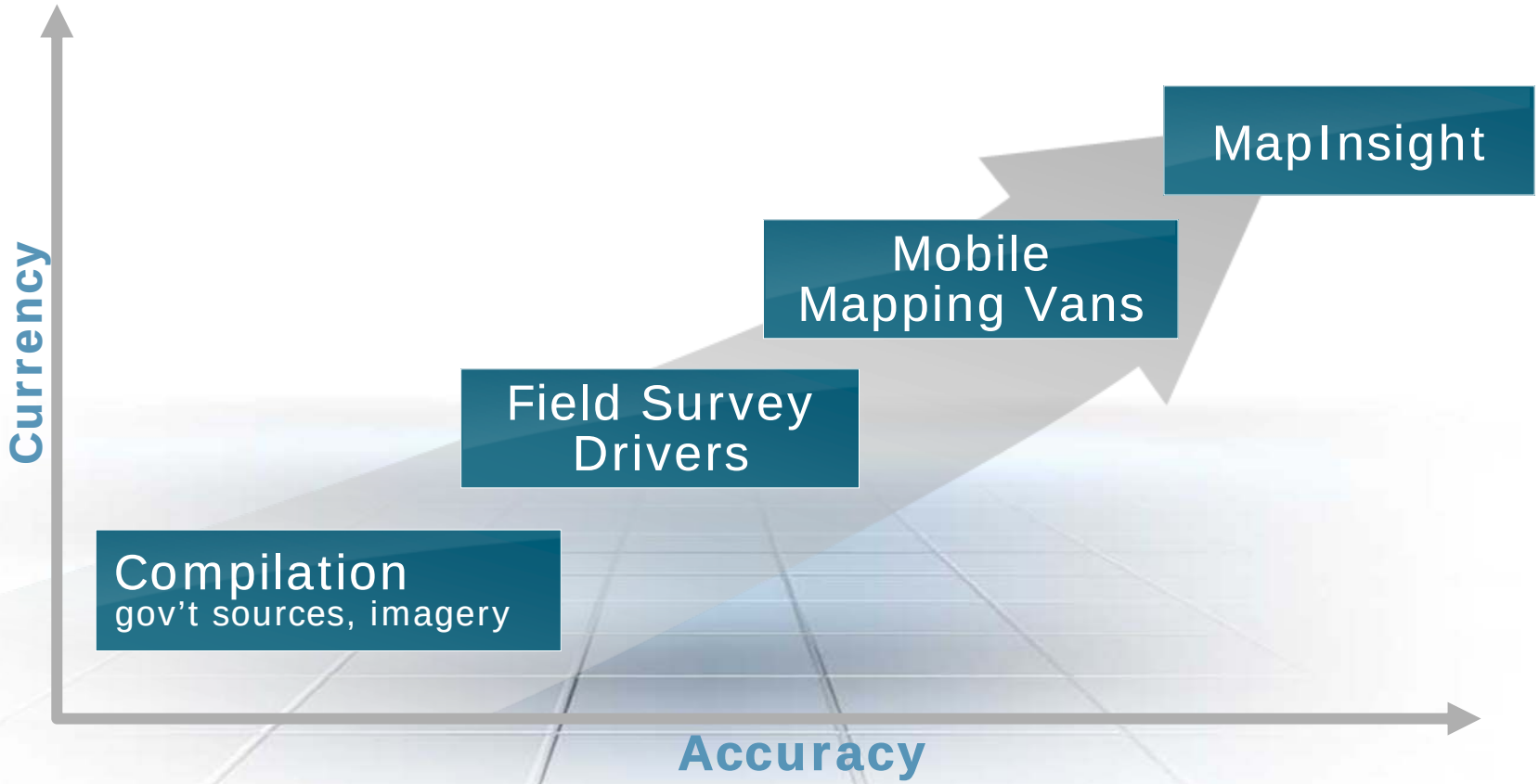


3rd Party Data

Copyright © 2009 Tele Atlas. All rights reserved.

Revolutionizing Map Updates

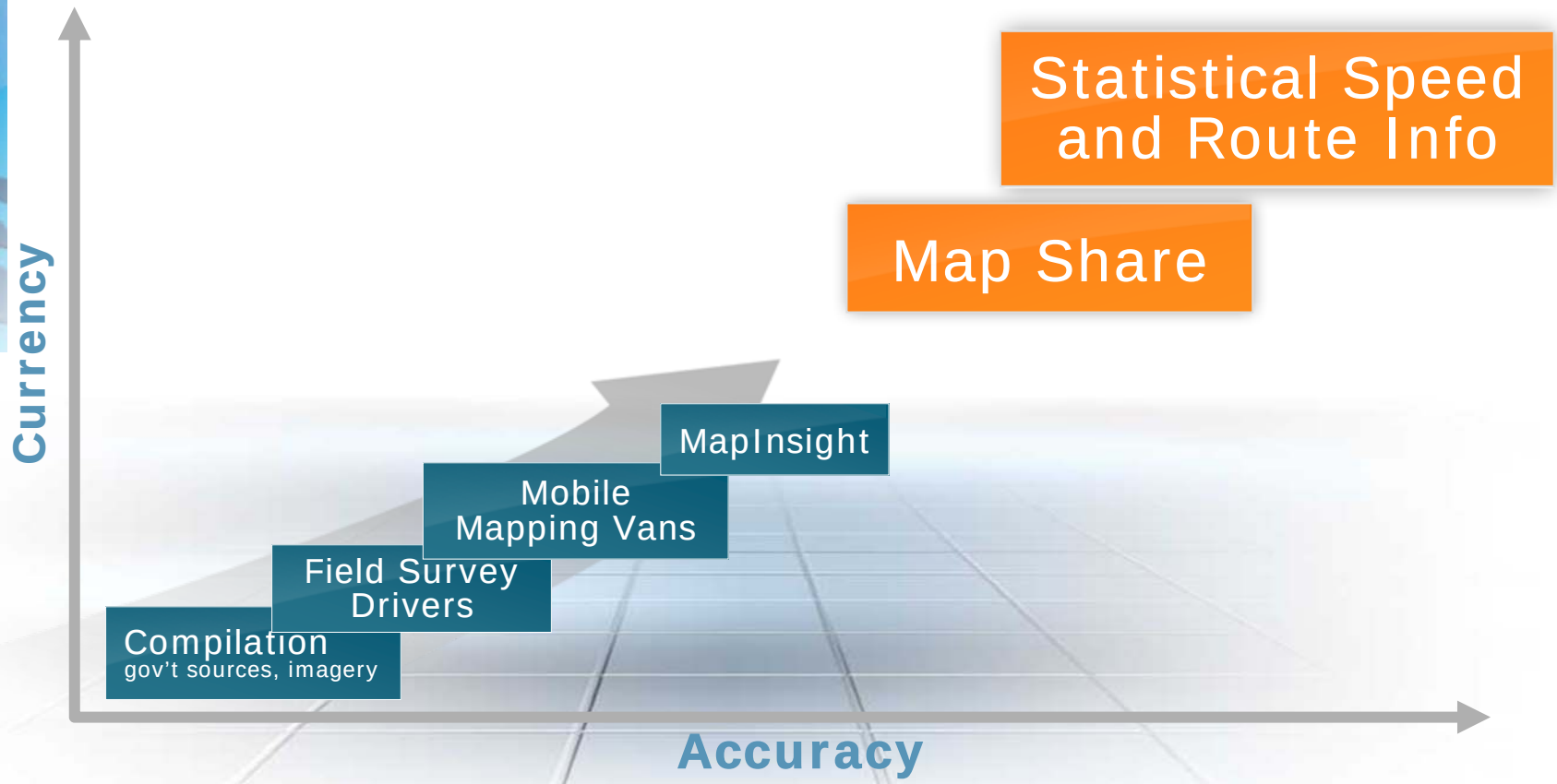
The Evolution



Copyright © 2009 Tele Atlas. All rights reserved.

Revolutionizing Map Updates

The Revolution



Copyright © 2009 Tele Atlas. All rights reserved.

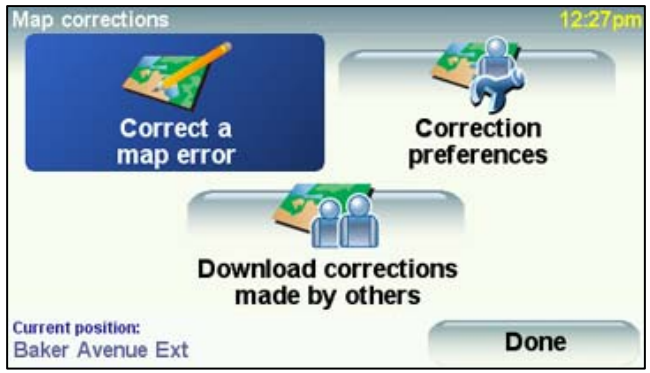
The Next Generation Source: Map Share

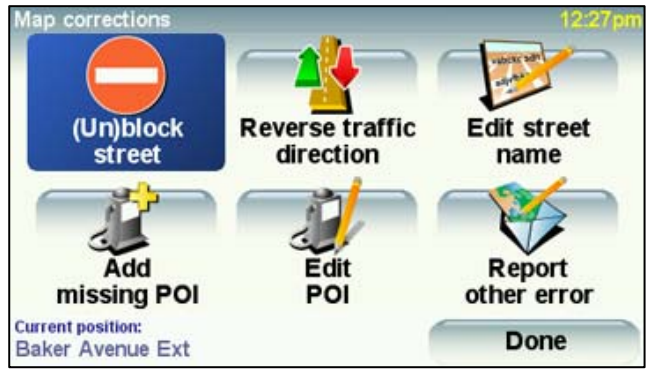
- Users can register via website service and synchronize device
- Users ‘opt-in’ to share updates with Tele Atlas:
  - Active: Corrections
  - Active: Reports
  - Passive: GPS probe
    + speed data

Copyright © 2009 Tele Atlas. All rights reserved.

User Generated Content

- **Active** User Generated Content: Map Share = User-initiated updates on TomTom devices
- Consists of “Corrections” and “Reports”
- User decides what level of ‘verification’ to use for other users reported changes





Copyright © 2009 Tele Atlas. All rights reserved.

Mapshare Reports and Corrections

Over 10,000 map improvements submitted every day

Over
5 Million

Until Dec. 2008

Copyright © 2009 Tele Atlas. All rights reserved.

More Intelligent Routing

Derived from billions of GPS measurements

100s millions speed measure-ments received every day

Richer Information From The Community

Speed Profiles

- Data reflects billions of km of actual driving
- On average have 2,000 speed measurements for any street, road or alley, anywhere

HD Traffic

- Community can enhance existing solutions

Copyright © 2009 Tele Atlas. All rights reserved.

Speed Profiles

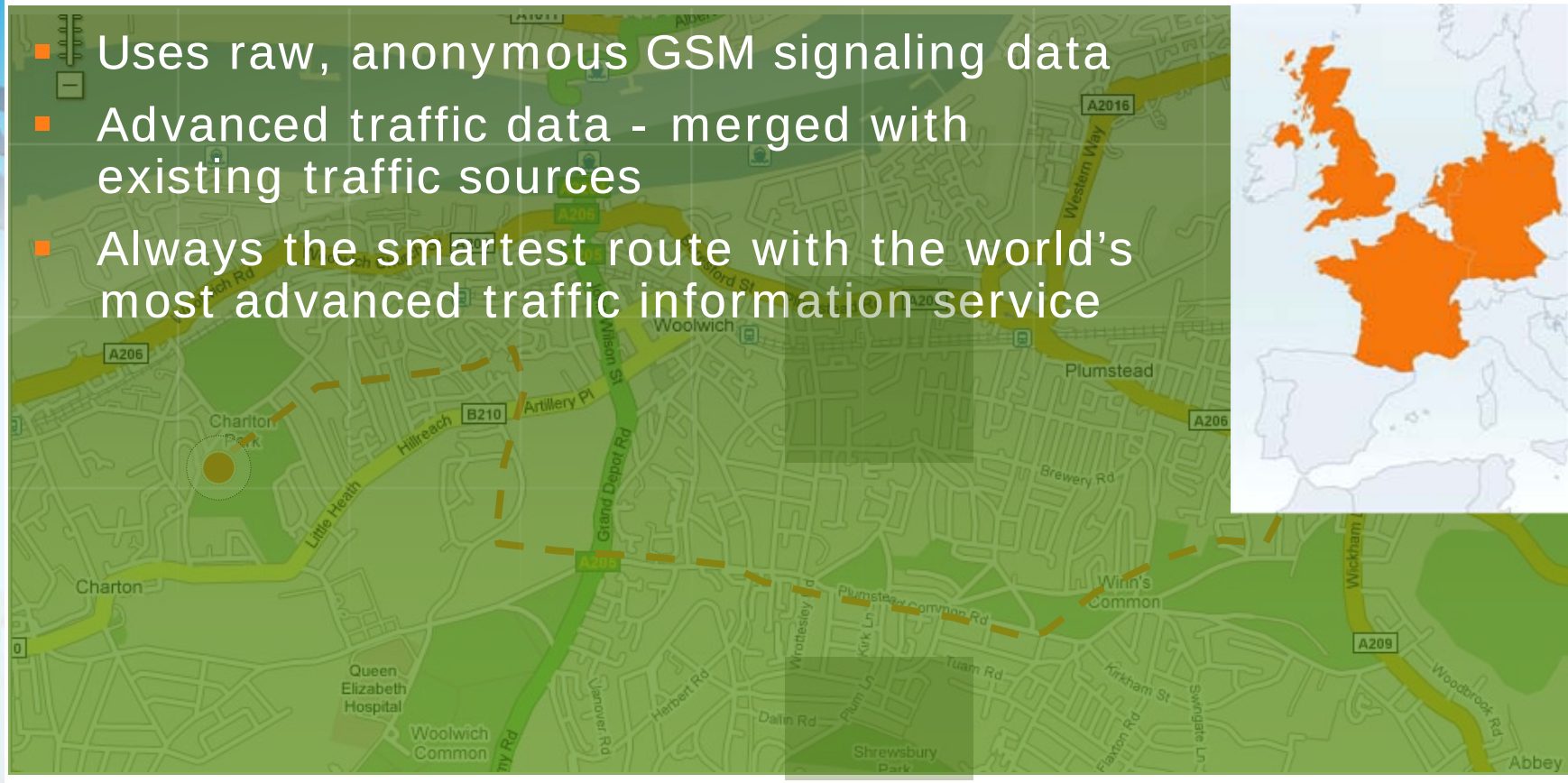
- Gather anonymous speed measurements from millions of devices
- Determine the average speed for
  - Any road
  - Any time of day
  - Any day of week
  - Any time of year
  - Anywhere
- Enhancing partner data and sources

Copyright © 2009 Tele Atlas. All rights reserved.

Enhancing Traffic Information

With HD Traffic

- Uses raw, anonymous GSM signaling data
- Advanced traffic data - merged with existing traffic sources
- Always the smartest route with the world's most advanced traffic information service



Copyright © 2009 Tele Atlas. All rights reserved.

Community in India…

- Which community?
  - Market maturity?
  - Which target group?
- Relevant content for Indian LBS-user?
  - Map Corrections
  - Historical Speed profiles
  - Real-time Traffic
  - Dynamic POI content
  - Other?
- Which communication platforms to tap into community?

Copyright © 2009 Tele Atlas. All rights reserved.

Tele Atlas Find more.™

Arnout Desmet
Director, Operations, APAC
Tele Atlas Asia Pacific
arnout.desmet@teleatlas.com