TomTom Connected Navigation Services: the best solution for OEM navigation of the future

For car makers, offering an embedded, connected infotainment system brings many compelling advantages:

**Personalization of the experience to the end user**
The system can include the user’s subscriptions and preferences, know preferred routes, anticipate needs and offer suggestions, e.g. for destinations and stops en-route.

**Seamless experience on devices beyond the in-car system**
For example, pre-trip planning on a website, departure warnings on a smartwatch and last-mile navigation on a mobile phone can be synchronized with the in-car navigation system.

**Always in touch with your customers**
With branded mobile applications and portals, users can “take their car with them” fostering brand loyalty and enabling OEMs to make targeted service offerings.

TomTom has developed a comprehensive set of components that empower OEMs to deliver this broader connected navigation experience across devices. TomTom components for applications on the customer’s devices are Embedded Software (described on NavKit product sheet), Navigation Portal, and Companion App.

### Navigation Portal

TomTom’s Navigation Portal lets customers plan and personalize their journey from the comfort of their home or office. The navigation features include searching locations, managing favorites, pre-trip planning and setting departure warnings. Navigation portal consists of white-label components that are integrated easily with other functionality in OEM web portal, enabling OEMs to offer their customers a car-branded experience before their journey even begins.

### Companion App

TomTom’s Companion App lets customers take their car-branded experience with them, wherever they go. Features include searching locations, managing favorites, pre-trip planning, departure warnings, find my car, and last-mile pedestrian routing. TomTom offers this in the form of white-label components for iOS and Android, which enable developers to create customer-specific Companion Apps. These apps can also include other functions, giving the customer extended remote interaction with his vehicle.
The applications on the customer’s devices (car, smartphone, computer) are all powered by TomTom’s cloud-based services. The services are not limited by hardware or storage constraints and are always kept up-to-date, which means you can offer the most future-proof and cost-effective solution to your customers.

**ONLINE ROUTING**

TomTom’s Online Routing service is based on the same technology as NavKit, relying on years of experience and proven in many independent tests. Key characteristics of our routing service include:

- Optimum usage of TomTom’s world-class traffic and flow information
- Based on latest and greatest TomTom NDS maps
- Wide range of routing options: “avoid” criteria, different cost models, optimization of “via” points, etc.

**ONLINE SEARCH**

TomTom’s Online Search service gives access to the most up-to-date and complete set of addresses and POIs. Using Free Text Search, users can conveniently search addresses and POIs across the whole map in one go, with an optimized relevance ranking for car drivers. Users can search in their own language wherever they go, as Online Search is available in 134 countries and in 32 languages.

**ONLINE MAPS**

TomTom’s Online Map service provides rendered map tiles, based on latest TomTom NDS Maps, for use in mobile apps or web portals. The tiles display precise details relevant to drivers, including for example toll roads, province borders, and airports.

**NAV CLOUD**

TomTom’s NavCloud service provides a cloud-based repository of personal navigation data (e.g. recent destinations, favorite locations, planned routes, community routes). NavCloud enables synchronizing these data across multiple devices and sharing with other users. Key characteristics of NavCloud are:

**USER CENTRIC**

Users can access their personal navigation data anywhere and anytime, regardless of the device used.

**NEUTRAL**

Complies with security and privacy requirements – no monetization or analysis of your customer’s data management, no hidden agenda.

**OPEN**

Independent of map, hardware, navigation software, geography; NavCloud client-side libraries are open to 3rd party developers.