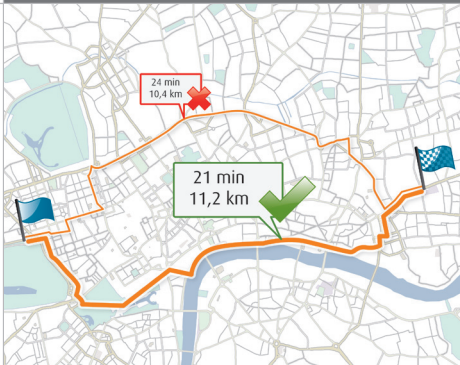




Tele Atlas Find more.®

# Tele Atlas® Speed Profiles

## Intelligent data for optimal routing



### Find more than ever with Tele Atlas®

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide, including more than 30 million kilometers of roads, 2.8 billion inhabitants, and 26 million Points of Interest (POIs).

Collaborating with an expanding universe of pioneers in personal navigation, Internet, wireless, automotive, enterprise and public service markets, Tele Atlas delivers valuable products and services that help users find the people, places, products, and services they need, wherever they are.

Today, Tele Atlas maps are developed with the insight of a community of millions of GPS system users worldwide, who are adding to the company's unmatched network of sources to track and validate changes in real time, and deliver the best digital maps and dynamic content.

### OVERVIEW

With congested roadways and ever-increasing travel times, users of mapping applications are seeking better ways to travel efficiently, minimize transportation costs and find the optimal routes to their destinations. Tele Atlas® Speed Profiles helps commuters and business fleets do just that, easily integrating into navigation and transportation logistics systems. Speed Profiles allows drivers to accurately predict their travel times and choose an alternate route or time to travel, when necessary.

The traditional method for calculating fastest routes and estimating travel times relies on road size or speed limits that are always the same, regardless of the time and day. This method does not account for all the hurdles that may influence the time it takes drivers to get to their destinations. These factors include road congestion due to the volume of vehicles, traffic lights, rotaries, steep slopes and speed bumps.

Speed Profiles is derived from aggregating and processing hundreds of billions of anonymous GPS measurements from millions of devices that reflect actual consumer driving patterns across Europe and North America. This consumer data helps determine realistic average roadway speeds for different times of the day and different days of the week. To ensure a high degree of accuracy, the 18 million kilometers of roads in the covered areas have been extensively driven. On average each road is driven more than 2,000 times at different times of the day and during different days of the week.

### END USER BENEFITS

By selecting the quickest routes, users may:

- Reduce travel time
- Save money by consuming less fuel
- Enhance the navigation experience
- Minimize environmental impact
- Lower stress by avoiding congestion

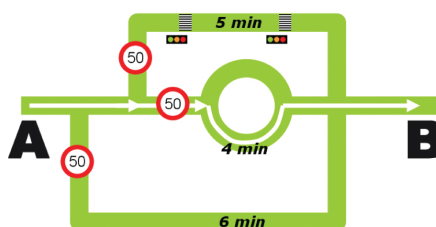


Figure 1. Predicted time to travel from A to B

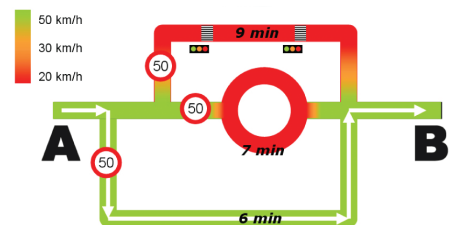


Figure 2. Measured average time to travel from A to B



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### PRODUCT FEATURES AND BENEFITS

Feature	Benefit
<b>High Accuracy</b> Aggregates real speed data from millions of anonymous, consumer GPS devices, providing true average speeds on individual road segments	Lower support costs
<b>Broad Coverage</b> The data covers highways, urban and rural arterials, and secondary roads throughout Europe and North America	Enter more markets. Quick development with one global platform
<b>Detailed Granularity</b> Five minute intervals for each day of the week capture dynamic traffic patterns	Greater perceived product quality
<b>Low Data Footprint</b> A compact design results in less than a 2% increase in data size as an add-on to the map content	Optimizes device cost and efficiency, allowing use on all device models
<b>One Global Specification</b> Eliminates the need to stitch together each location's requirements	Save time and money on global development

### COVERAGE

#### Asia

Taiwan

#### Europe

Andorra	Denmark	Hungary	Netherlands	Spain
Austria	Estonia	Ireland	Norway	Sweden
Belgium	Finland	Italy	Poland	Switzerland
Croatia	France	Lithuania	Portugal	United Kingdom
Czech Republic	Germany	Luxemburg	Slovakia	

#### North America

United States				Canada
Alabama	Illinois	Missouri	Puerto Rico	Alberta
Arizona	Indiana	Nebraska	Rhode Island	British Columbia
Arkansas	Iowa	Nevada	South Carolina	Manitoba
California	Kansas	New Hampshire	Tennessee	New Brunswick
Colorado	Kentucky	New Jersey	Texas	Newfoundland and Labrador
Connecticut	Louisiana	New Mexico	Utah	Nova Scotia
Delaware	Maine	New York	Vermont	Ontario
District of Columbia	Maryland	North Carolina	Virginia	Prince Edward Island
Florida	Massachusetts	Ohio	Washington	Quebec
Georgia	Michigan	Oklahoma	West Virginia	
Hawaii	Minnesota	Oregon	Wisconsin	
Idaho	Mississippi	Pennsylvania		

### FORMATS

For Tele Atlas® MultiNet® map products:

- DBF format for Shapefile
- DAT format for Oracle Spatial products
- Txt-based format for GDF relational and sequential products