Maps have long been used as a navigation guide for travelers and explorers. For the last few years however, the usage and development of maps has taken an incredible leap forward. With everyone and everything becoming connected, location and mobility information is more relevant and important than ever before. And with this increased reliance on maps, comes an increase in expectations of the use cases the map has to support, how up-to-date it is and the level of detail needed within it.

Keeping the map up-to-date is an ongoing challenge. Every day, highways are being built, four-way intersections are converted to roundabouts, businesses are opening and closing, new homes are being constructed. All of these changes need to be reflected accurately and quickly in our maps.

For decades TomTom has been leading the innovation in digital maps, developing the technologies and expertise that enabled us to continually meet the location needs of map users around the world. Our mapmaking technologies allow us to rapidly detect changes happening in reality and shorten the time for these changes to be reflected in our maps, continuously pushing the boundary towards the most real-time maps.

Mapmaking innovation is in TomTom’s DNA. From creating one of the first digital maps in the world, to harnessing the power of community input, and more recently the development of RoadDNA, our robust localization technology product for autonomous driving. The innovation will not stop there; as map usage continues to evolve, TomTom is committed to bringing new, easy-to-use maps to the market.

©2018 TomTom N.V., The Netherlands. TomTom®, the ® logo, among others, are Trademarks owned by TomTom N.V. or one of its subsidiaries. All other trademarks are the property of their respective owners. TomTom N.V. assumes no responsibility for errors that may appear in this document. Information contained herein is subject to changes without notice.