

TomTom Offers Free Mobile Maps SDKs to Developers

**FREE MOBILE
MAPS SDK**

tomtom



TomTom has announced that it will offer free maps and traffic tiles on its Mobile Software Developer Kit (SDK) in both Android and iOS. With the financial risks that come with building one's own company, this free offering in TomTom's Mobile SDK helps developers looking to build the next innovative app.

Anders Truelsen, Managing Director, TomTom Enterprise, said "Everyday, more exciting opportunities in areas like mobility and ridesharing emerge, in which digital maps play a crucial role. Given TomTom's history in guiding people to where they need to go, it is only fitting for us to offer free Mobile Maps SDKs to help guide developers on the road to success."

As more businesses adopt mobile to increase sales, maps that show office locations to customers have become a standard feature in all industries. With global coverage, the free maps tiles from TomTom mean that start-up businesses all over the world can present a professional first impression to interested customers and investors.

TomTom Maps APIs (Application Programming Interfaces) also play a key role in other hot areas for entrepreneurship like IoT (Internet of Things) where traffic data is needed to enable self-driving cars and smart city planning. User check-ins for social media sites and targeted customer outreach for marketing firms also represent some of the many other innovative ways these APIs are being utilised.

Developers can get started with TomTom Maps SDKs on TomTom's self-service developer portal: www.developer.tomtom.com