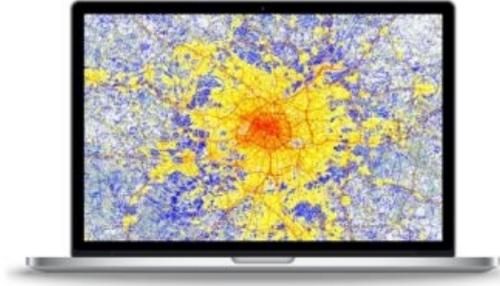


TomTom Origin-destination Analysis Enables City Planning



TomTom has announced the launch of its Origin-destination (O/D) Analysis which enables city planning and helps to ease traffic congestion. O/D Analysis offers important tools to ensure that citizens are well served by the infrastructure around them.

TomTom O/D Analysis combines highly advanced technology and great data visualisation, all powered by a 10 year big data archive. The service provides insights to urban and infrastructure planners by allowing them to see drivers' preferred routes and trip behaviour trends and determine which areas of a city require additional infrastructure etc.

Ralf-Peter Schaefer, VP of Traffic and Travel Information at TomTom, said "Our Origin-destination Analysis will allow cities to tackle congestion at its roots. By understanding

demand and patterns of the everyday movement of vehicles, it is possible to better plan for public transport infrastructure and to improve the balance between different modes of transport."

The O/D Analysis service is available as part of [TomTom Move](#).