TomTom delivers a comprehensive collection of information on Points of Interest (POIs) – including where to find people, places and services – with a number of key attributes making the data easy to search.

An additional Brand Icons layer further enhances map displays and associates end user brand preferences with highly visible brand icons for specific POIs to personalise navigation experiences.

**Partner**

**TomTom**

**Product Features & Benefits**

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly accurate data</td>
<td>Reliable POIs validated quarterly</td>
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<tr>
<td>Broad coverage including more than 60 million global POIs</td>
<td>Easy to find destinations</td>
</tr>
<tr>
<td>Rich map display</td>
<td>Enhanced visualisation with Brand Icons</td>
</tr>
<tr>
<td>Links to core map database</td>
<td>Improved navigation and accurate routing</td>
</tr>
<tr>
<td>One global specification</td>
<td>Quick time to market</td>
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</tbody>
</table>
Sample applications

- Location based services
- Turn-by-turn navigation
- Emergency response
- Business analysis
- Proximity and location searches

Formats

- MultiNet
  - GDF ASCII Relational
  - GDF ASCII Sequential
  - Shapefile
  - Oracle Spatial

- MultiNet-R
  - PostgreSQL
  - SQLite

- Navigation Data Standard (NDS)

For more information on our data packages please call +61 2 8436 2800 or contact a data specialist