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TomTom & Qualcomm Extend Collaboration with New Autonomous Driving Demonstration



CES, Las Vegas, 8 January 2018 TomTom ([TOM2](#)), today announced that it is extending its collaboration with Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, to demonstrate new localisation technologies for autonomous driving. Specifically, fusing the [TomTom HD \(high definition\) Map](#), with camera technologies and GPS data from the [Qualcomm® Drive Data Platform](#), to power highly precise and reliable localisation for connected car applications and autonomous vehicles.

A demonstration can be viewed at Qualcomm Technologies' automotive booth in the Las Vegas Convention Centre, North Hall, booth #5616.

The TomTom HD Map is a digital map product aimed at making automated vehicles safer and more comfortable by complementing sensors, powering accurate localisation and enabling path planning. TomTom's HD Map already covers the USA, Western Europe and Japan with over 380,000 km of highways and interstates mapped.

The Qualcomm Drive Data Platform offers cutting-edge technology to intelligently collect and analyse vehicle sensor data to facilitate vehicles that can determine location, learn driving patterns, perceive its surroundings, while sharing this information with the rest of the world accurately. It features Global Navigation Satellite Systems (GNSS) solutions from Qualcomm Technologies and is coupled with sensor integration and Visual Inertial Odometry (VIO) techniques to achieve sub-metre global accuracy.

Willem Strijbosch, TomTom's Head of Autonomous Driving, said: "Accurately locating a vehicle on the road is one of the key challenges for autonomous driving, which is why we're building localisation content into the TomTom HD Map, for a safe and comfortable passenger experience. We're excited to explore the map fusion capabilities of the Qualcomm Drive Data Platform to power even more accurate localisation for autonomous driving."

This new demonstration is an extension of the ongoing relationship between Qualcomm Technologies and TomTom, who introduced the initial demonstration of a [cost-effective method of crowd-sourcing of HD map features earlier this year](#).

The TomTom booth can be found at the Las Vegas Convention Centre, North Hall, Booth #5226, where TomTom will be demonstrating its technologies for autonomous driving, as well as its core technologies in mapping, navigation and traffic.

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Qualcomm Drive Data platform is a product of Qualcomm Technologies, Inc. and/or its subsidiaries.

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