TOMTOM

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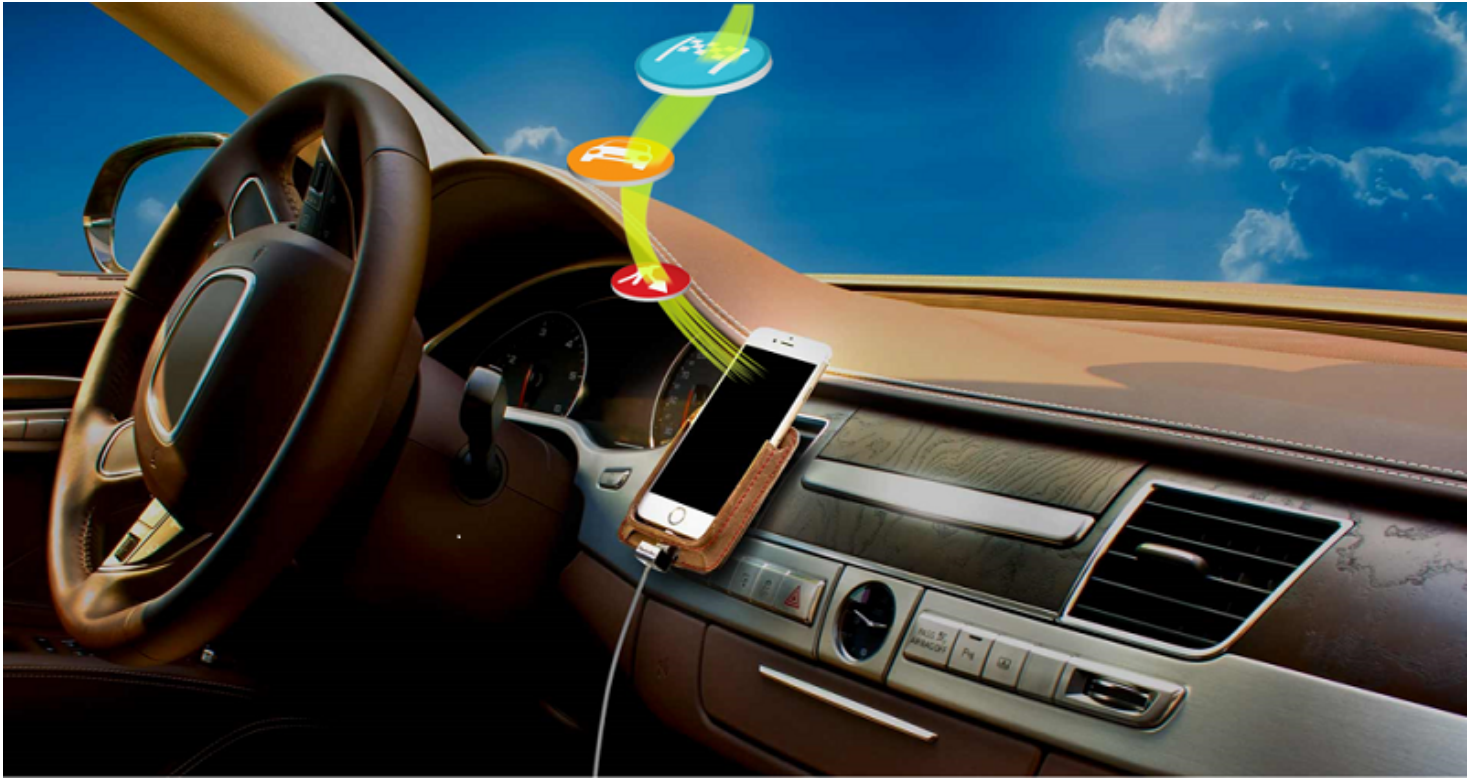# TomTom Launches TomTom Audio Traffic: Personalised Traffic Bulletins

DeveloperWeek, San Francisco, CA, February 6 2018   TomTom ([TOM2](#)), today announced the launch of **TomTom Audio Traffic** – personalised and relevant traffic reports delivered over voice to drivers in a non-intrusive way. Audio Traffic is available as an Application Programming Interface (API) for developers.

Although personalised traffic information is one of the most requested features by daily commuters driving known routes, they don't necessarily want to use turn-by-turn navigation which typically includes traffic information about the route ahead. TomTom Audio Traffic solves this problem by delivering an accurate traffic news bulletin that is relevant to the specific route that is being driven. And because it's delivered via voice, drivers can keep their hands on the wheel and eyes on the road, helping with safer driving.

TomTom Audio Traffic, which was developed with provider of smart multimedia applications, [Duel](#), is based on TomTom Live Traffic. Using the API, developers can easily integrate it into popular applications including music streaming services, internet radio, voice assistants and more.

Ralf-Peter Schäfer, VP Traffic and Travel at TomTom, said: "TomTom Audio Traffic is the next generation of radio traffic bulletins – offering an incredible opportunity for companies that want to capture the ears of the driver."

Learn more about TomTom Audio Traffic [here](#)**.** The service is commercially available in English, German, French, Italian and Dutch, and developers can apply for an evaluation key on the [TomTom Developer Portal](#).

Come meet us at [DeveloperWeek](#) – TomTom can be found at the Oakland Convention Centre, booth #700-701.

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