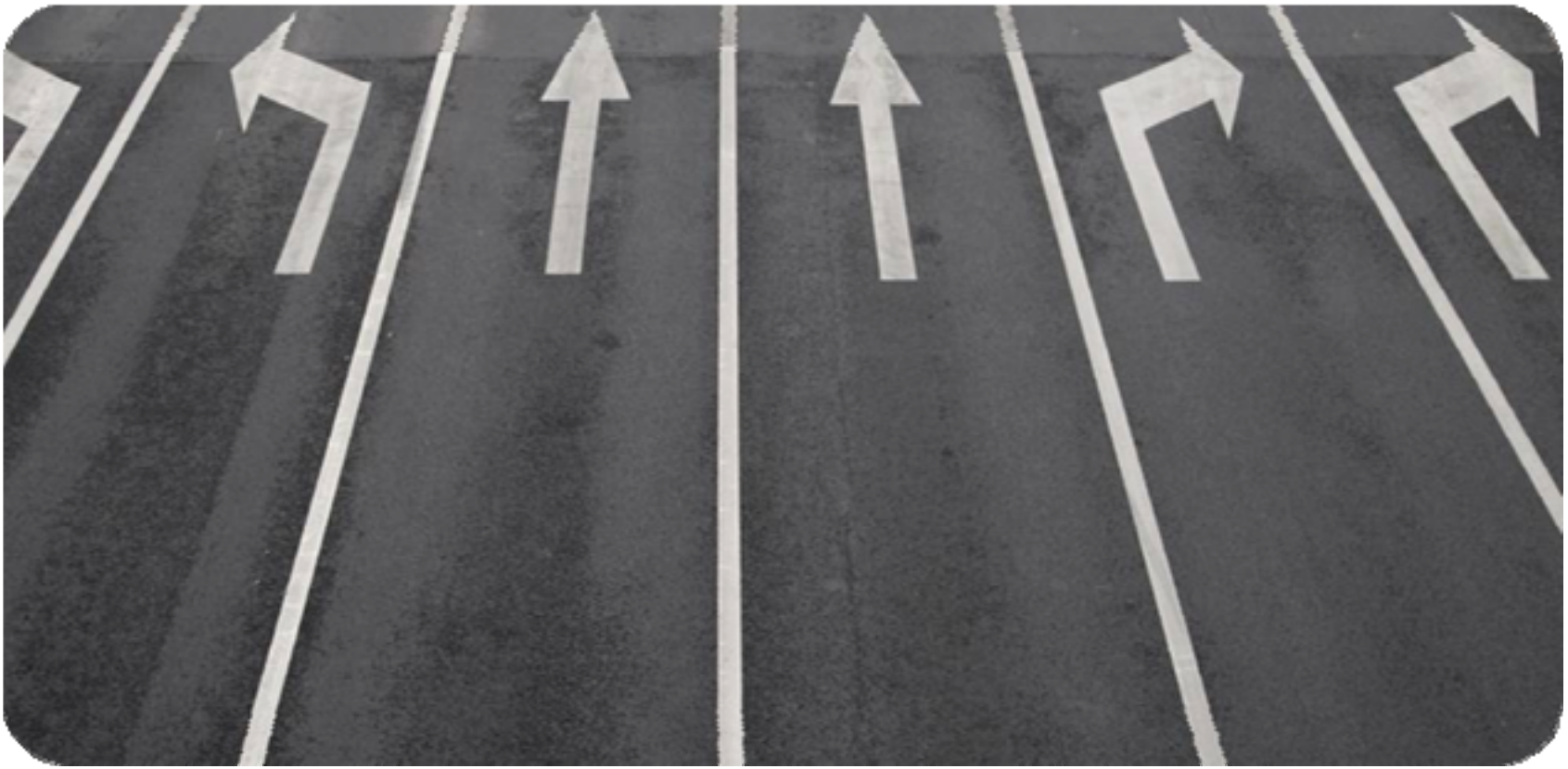




**TomTom**



## TomTom & Esri's MapShare Builder

Esri User Conference

Pete Moeykens

# TomTom Company Profile



TomTom is the world's leading supplier of in-car location and navigation products and services.



We have four business units:  
Consumer, Automotive, Licensing and Business Solutions.

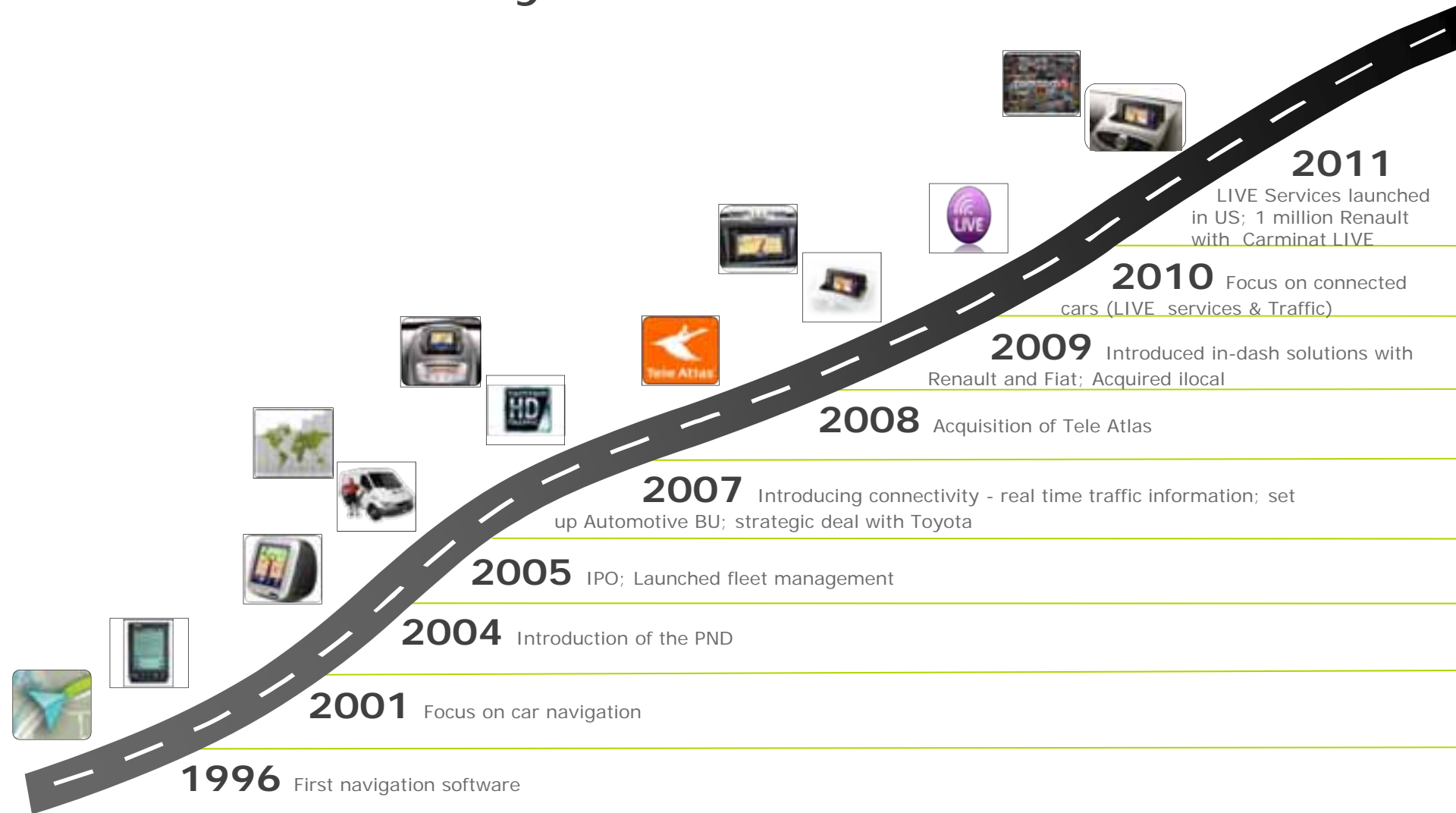


We are headquartered in Amsterdam, The Netherlands, and we employ over 3,500 people worldwide.



We are listed on NYSE Euronext (TOM2) and we are part of Amsterdam's blue chip AEX index. In 2010 we reported €1.5 billion in revenue and a net operating cash flow of €210 million.

# TomTom History



**1991** Founded

# TomTom's Links to Drivers

## Consumer



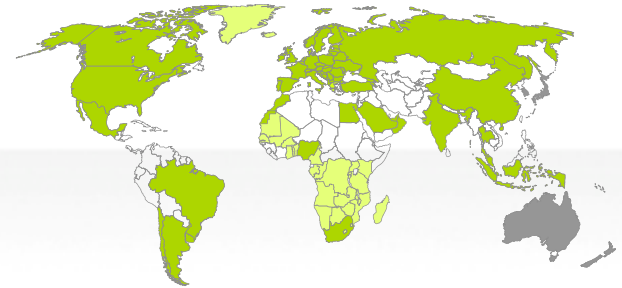
## Automotive



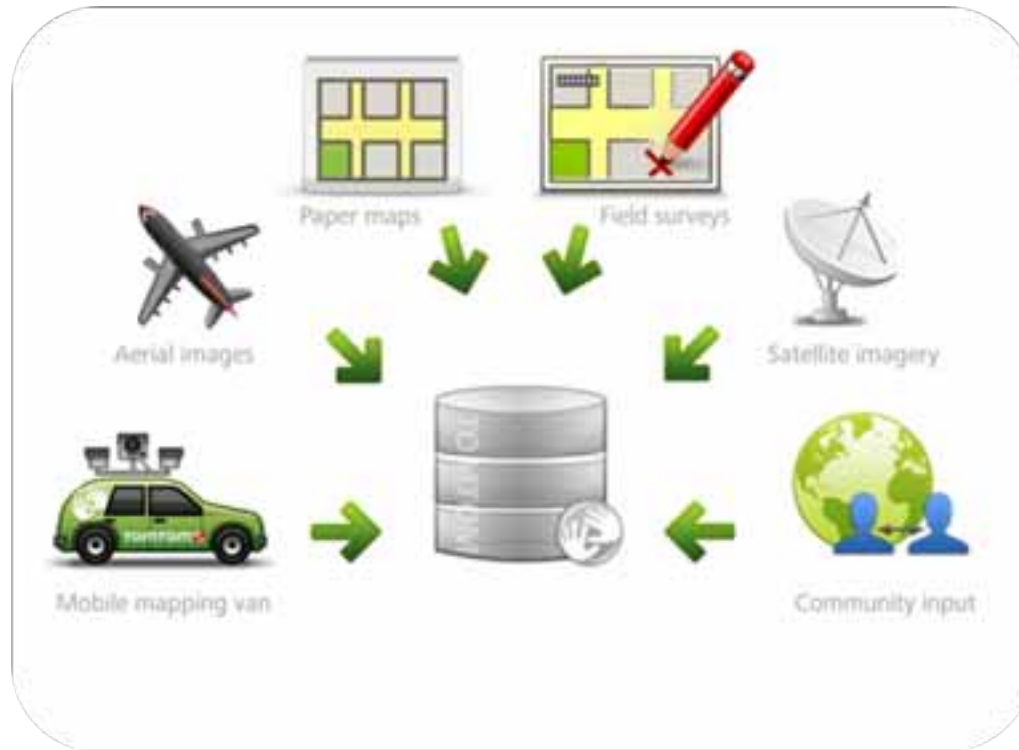
## Business Solutions



## Licensing

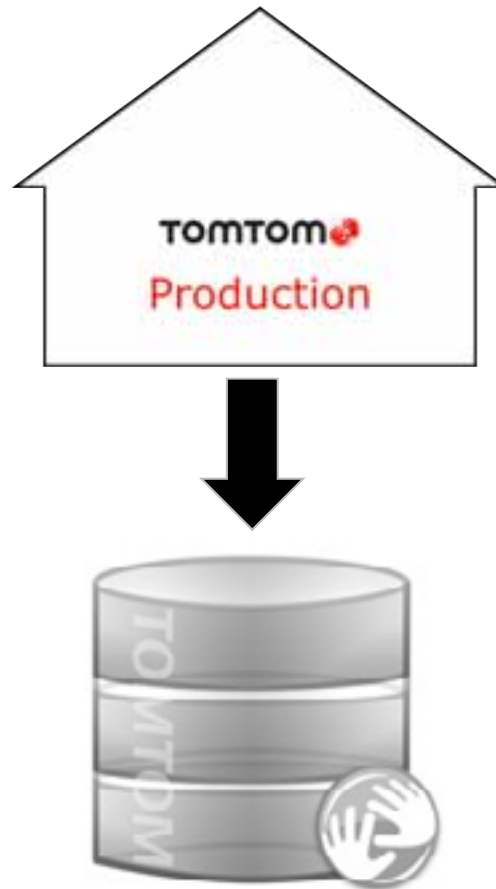


# Agility Means Competitiveness



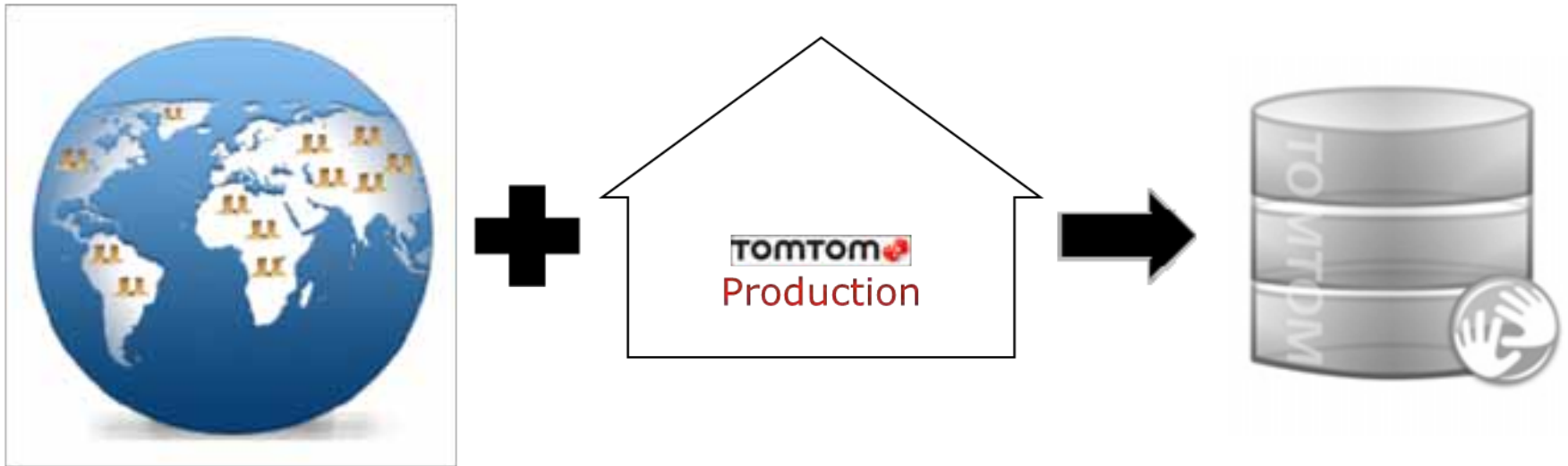
Our world is always changing, therefore our maps and mapping technology must always change.

# How Maps Get Made Today



Single, highly optimized production facility

# Welcome to The Future



Globally distributed production facilities

# Technology Choices

- In-house
- Open source/Off the shelf
- External service firm





# Why Esri?

- Proven
- Flexibility
- Mobile technology
- Support
- Dedicated hosting
- Open API



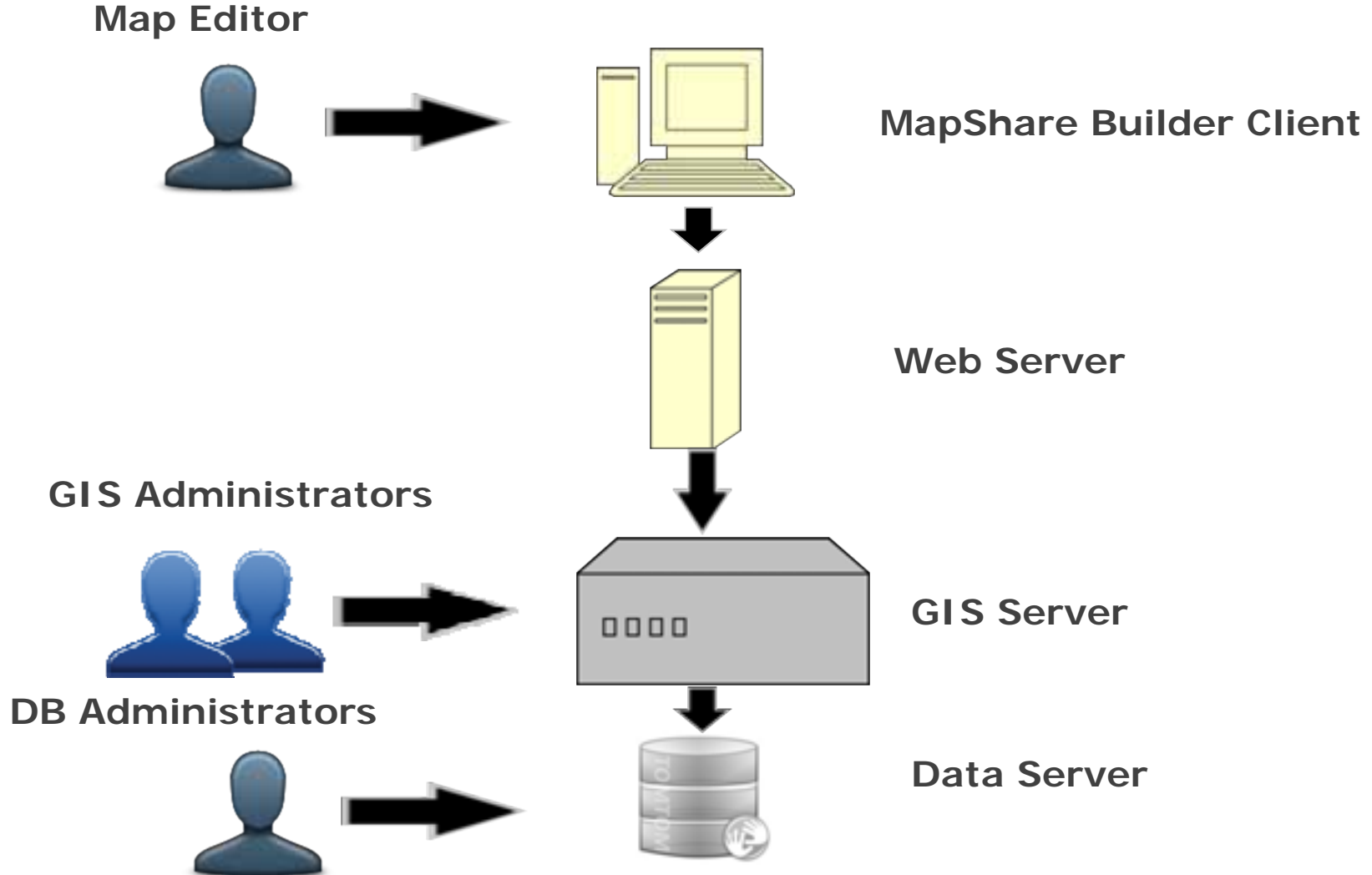
# The Esri Experience

- Seamless planning
- Effective kickoff
- Great communication
- Continued support



# What We've Built

## ArcGIS Server Site Architecture (MapShare Builder)



# Introducing MapShare Builder

- Import existing geometry
- Add/Edit existing geometry layers
- Create shared editing environment
- Export to a ShapeFile
- Supports a TomTom data model



# MapShare Builder Prototype

welcome josh!

Tip: Drag a GPX or CSV file onto the map

Layer List



**Features**

**Photos**

**Center of Settlement**

Order 7    Order 8    Order 9

Order 10    National Capital    State-Province Capital

**Junctions**

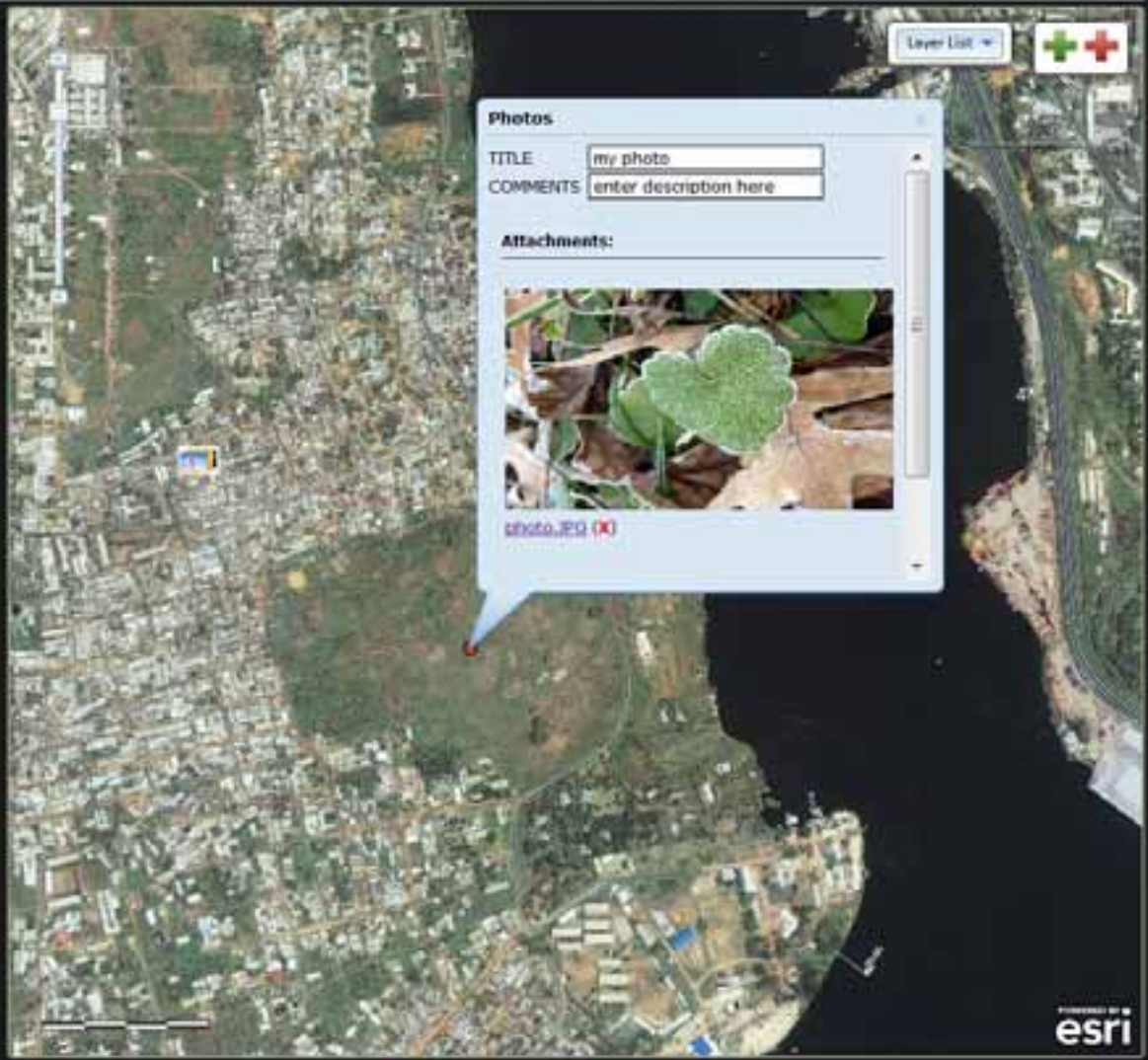
**Network**

Motorway, Freeway, or Other Major Road    Major Road, Less Important than a Motorway    Other Major Road

Secondary Road    Local Connecting    Local Road of High

Search

Bookmarks



**Photos**

TITLE

COMMENTS

**Attachments:**



photo.JPG (X)

Current Scale: 1:4000

Expand Data



## MapShare Builder Prototype

Already have an account?

[Launch Editor](#)

Register a new account

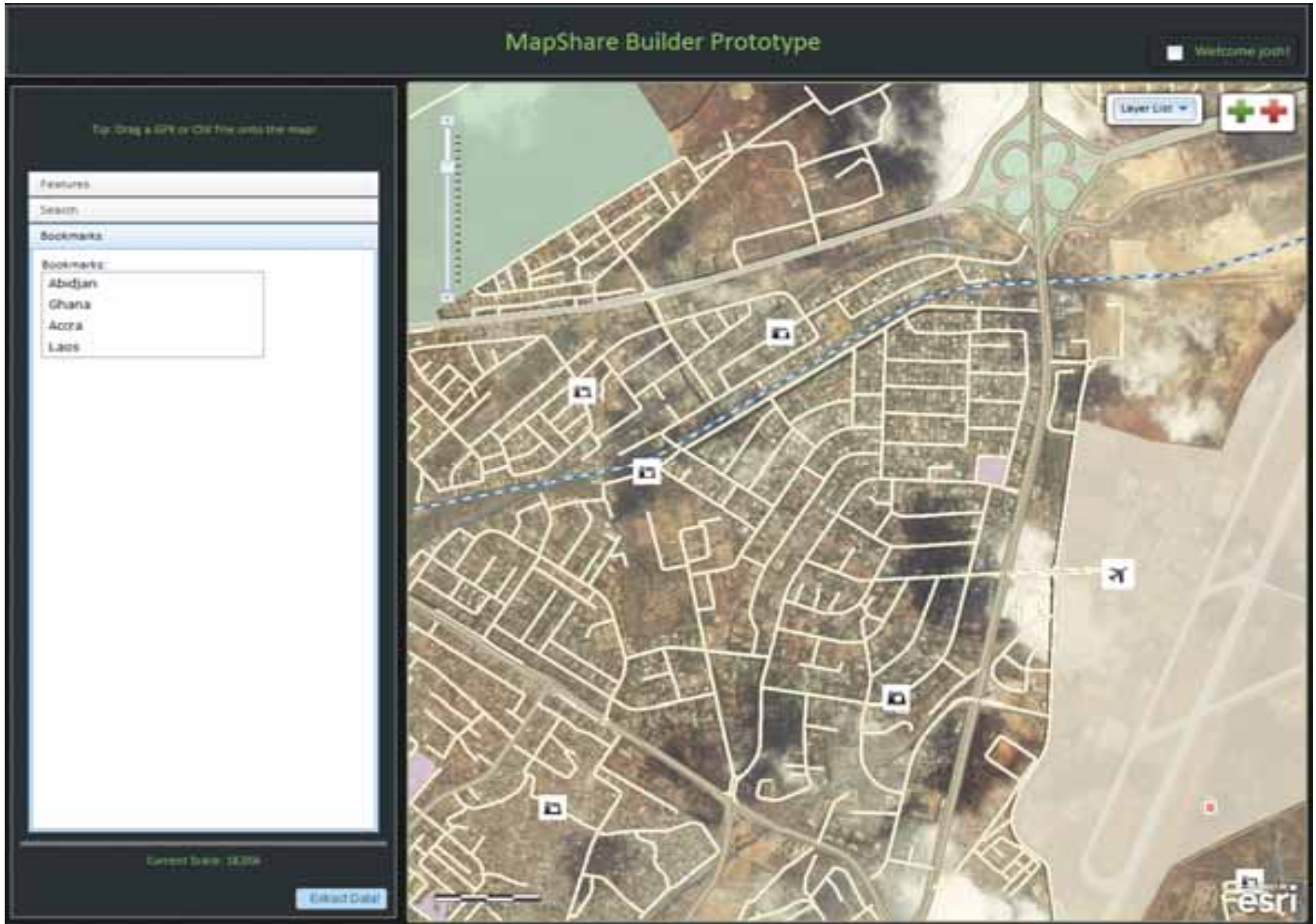
Username

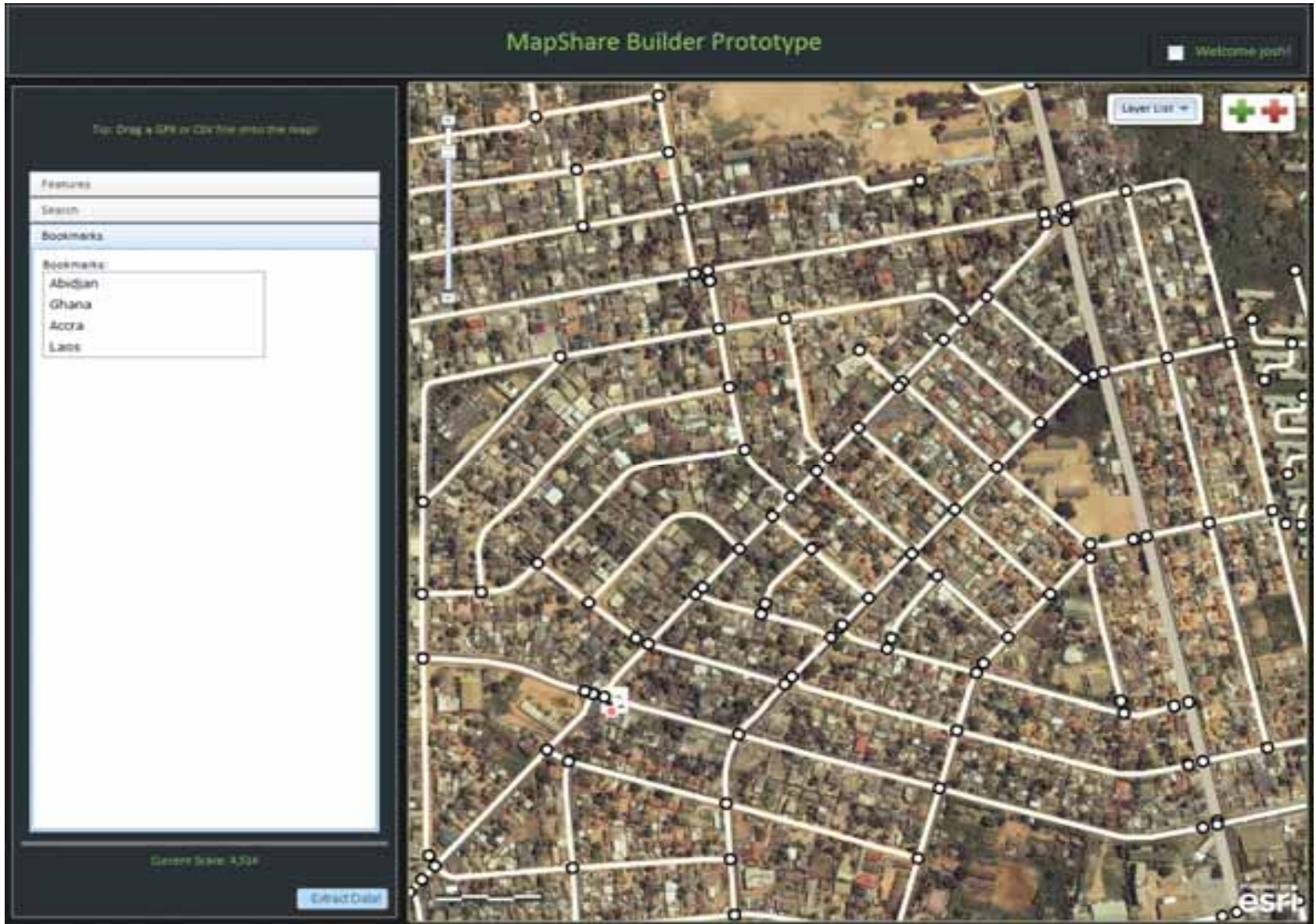
Password

[Register](#)



esri







## MapShare Builder Prototype

Welcome josh!

Tip: Drag a GIF or CDX file onto the map!

Features

Search

Bookmarks

Bookmarks:

- Abidjan
- Ghana
- Accra
- Laos

Current Scale: 6,000

Edit and Delete

Layer List +

**Land Use Area**

ID	12.880,300,000,034
FEATTYP	Park/Garden
NAME	Esi Sutherland Children's Pz
NAMELC	ENG
DISPLATTYP	PT
DISPLTYP	City Park

Delete

# MapShare Builder Prototype

Welcome josh!

Tip: Drag a GIF or CDX file onto the map!

Layer List



**Features**

**Photos**

Photo

Center of Settlement

Order 7    Order 8    Order 9

Order 10    National Capital    State/Provinc. Capital

**Junctions**

Junctions

**Network**

Motoway, Freeway, or Other Major Road    Major Road Less Important than a Motoway    Other Major Road

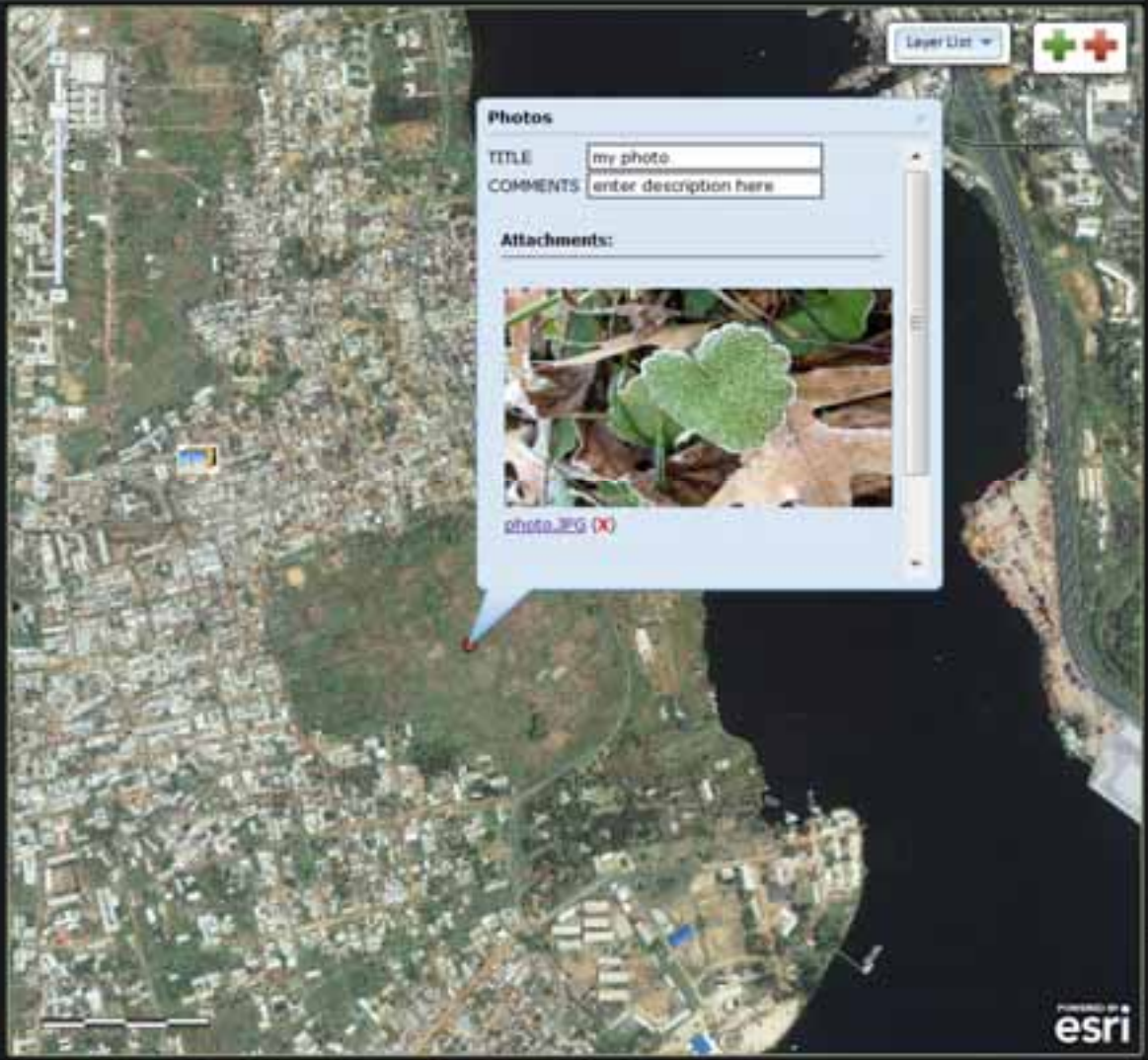
Secondary Road    Local Connecting    Local Road of High

Search: \_\_\_\_\_

Bookmarks

Current Scale: 8,628

Edit/Print Data



**Photos**

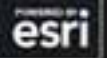
TITLE

COMMENTS

**Attachments:**



photo.JPG (X)



## MapShare Builder Prototype

Welcome josh!

Tip: Drag a GPX or CSV file onto the map!

Features

Search

Bookmarks

Bookmarks:

- Abidjan
- Ghana
- Accra
- Laos

Current Scale: 4,324

[Edit this Data](#)

Layer List

**Network**

METERS	48.29
FRC	Local Road
NAME	Liberty Link
NAMELC	ENG
NAMETYP	
FOW	Part of a Single Carriage
BACKRD	No Back Road (default)
TOLLRD	No Toll
RDCOND	Paved Road
PRIVATERD	Not Private
ONEWAY	
F_BP	0
T_BP	0
F_ELEV	0
T_ELEV	0

Thank you