

# TomTom Go Navigation Devices



## Hybrid Offering

<b>Brief description</b>	The TomTom navigation devices enable the customer to navigate a vehicle from a starting point to a destination with the use of GPS. The IQ Routes function enables the user to use the most efficient route by using actual road-speed data of other TomTom users.
<b>Hybrid offering's industry</b>	Automotive Navigation
<b>Company details</b>	
TomTom NV www.tomtom.com	TomTom NV was founded in Amsterdam, Netherlands in 1991. It is the largest manufacturer of navigation systems in Europe.
<b>Company's industry</b>	Navigation
<b>Country of origin</b>	Netherlands
<b>Dimensions</b>	
<b>Product dimension</b>	The product is a mobile navigation system which utilizes GPS for the navigation in maps.
<b>Service dimension</b>	Normally, the fastest route is determined by using the allowed speeds for the routes. IQ Routes calculates routes based on the real average speeds measured on roads every day compared to speed limits. The software takes the time of the trip into account. With a PC software the device can be updated with user experience data to optimize the route decisions.
<b>Other links</b>	www.tomtom.de
<b>Other Crucial Dimensions</b>	
<b>Hybrid orientation</b>	
<b>Community as service</b>	No
<b>Target market</b>	
<b>Revenue model</b>	B2C

## Images

Product dimension



Service Dimension

