

The need for speed

Tele Atlas Mobile Mapping Vans are able to map the roads while traveling at posted speed limits. That's up to five times faster than traditional survey cars, which means we cover more ground in less time.



Pinpoint precision

Using a laser scanner, a GPS system and precise distance measuring and positioning equipment, we can determine an object's location within one meter of accuracy. That means your Tele Atlas map will lead you right to the door of your destination. Our lasers can also determine the size of bridges, buildings, road widths and clearances.

Capture everything in sight

Some Tele Atlas Mobile Mapping Vans travel with a spherical digital video system using six cameras. Nicknamed "the ladybug," it collects continuous video from more than 75% of a sphere, so even the tallest buildings are within view.

Don't blink!

As many as eight high resolution digital cameras point in every direction. Each camera takes one image every five to eight meters, delivering an uninterrupted, 360° picture of the roads.



Safety first

Our drivers spend eight hours a day behind the wheel, so they take safety very seriously—both for their sake and yours. As highly trained professionals, they perform their job while always respecting the rules of the road, conducting themselves with the utmost regard for safe and courteous driving.

We're mapping your world.



For more information, please visit www.teleatlas.com or call 800-331-7881.

True or False?

1) Tele Atlas has two types of Mobile Mapping Vans.

True! Our Micro City Mobile Mapping Vans are designed to capture details such as addresses and street signs, while our other Mobile Mapping Vans specialize in collecting elements on the highway such as exit ramps and speed limit signs.

2) Tele Atlas maps the United States only.

False! Our maps cover more than 200 countries and territories worldwide.

3) Anybody can contribute map information to Tele Atlas.

True! If you observe changes on the road, share them with us at www.teleatlas.com by selecting "Report Map Changes."

We haven't met, but we've been your guide.

If you have ever used driving directions from a map on the Internet, or used a GPS system in your car, you have probably been touched by Tele Atlas. Our Mobile Mapping Vans travel the world to collect mapping information for these navigation tools and many others. Even delivery trucks and 911 responders use our maps to find you when you need them most.

The road network around you changes 10–15% every year, or as much as 40% in high growth areas. Tele Atlas Mobile Mapping Vans use our state-of-the-art, patented Mobile Mapping technology to track and map this change with unprecedented speed and accuracy. Finally, people everywhere can have a map that is both realistic and reliable.



How we drive the streets

Equipped with high resolution digital cameras, laser scanners and precise distance measuring and positioning equipment, Tele Atlas Mobile Mapping Vans capture a multi-dimensional, 360° view of their surroundings.

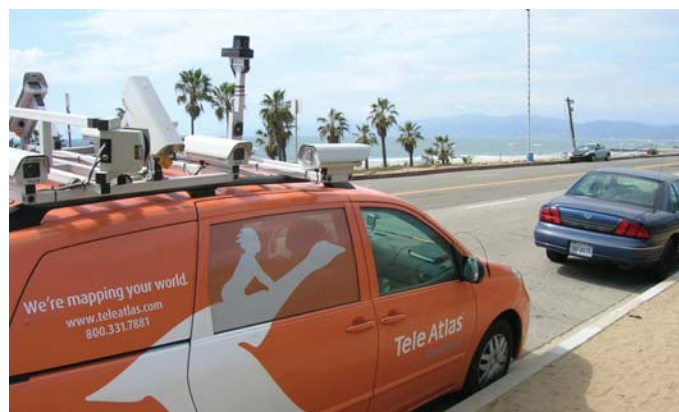
Each camera on the Mobile Mapping Van takes one image every five to eight meters, so we don't miss a single street sign or address. The images are tagged with their location, position and orientation, showing us exactly where the traffic lights, buildings and other information in these images should be placed on the map. The result is accurate map data that includes all the details you need to navigate the roads.

Driven by intelligence

Our drivers aren't alone in their efforts to collect mapping information. We cross check the data they collect against information we receive from a network of over 50,000 sources, such as government agencies, satellite imagery and even people like you. It's this system of redundancy that enables us to verify our data and anticipate change to make our maps as accurate and up-to-date as possible.

Introducing 3D maps

When you look at Tele Atlas maps, you won't just see street names. You'll see entire neighborhoods come to life. We use images captured by the Mobile Mapping Vans to create photorealistic pictures of storefronts, landmarks and bridges—right down to the height and texture of a building. Now people can see on their map what they see in the real world.



FAQs

1. Who is the boy on the bird?

The Tele Atlas logo was derived from the artwork of a well known book, *The Wonderful Adventures of Nils*, a story about a young boy who travels the world on the back of a goose. It works as a metaphor, symbolizing our passion for mapping and exploration.

2. Are you taking my picture?

We are taking pictures, but only of things related to mapping the road.

3. What type of information are you gathering?

- Accurate street positioning
- Road signage
- Points of interest (restaurants, museums, etc.)
- Addresses
- Streetscapes for 3D maps
- Intersections
- Storefronts
- Lane counts
- Slope and elevation of the roads

4. Can I be a Mobile Mapping Operator?

Tele Atlas is always looking for energetic and conscientious drivers to join our team. Check our website at www.teleatlas.com for employment opportunities.

5. Do you have Mobile Mapping Vans in other countries?

We have a global fleet of Mobile Mapping Vans in North America, Europe, Asia Pacific and growing!