NAVTEQ to Power Garmin Devices with Real-Time Traffic Through HD Radio Technology

NAVTEQ announces the delivery of NAVTEQ Traffic over HD Radio used to power the launch by Garmin International, the global leader in satellite navigation, of Garmin Digital Traffic. NAVTEQ can now deliver Traffic updates approximately every 30 seconds over 270,000 miles of the HD Radio broadcasting system across the United States. The ultra-rich transmission is 4 – 10 times faster than other traffic services making this the world's most extensive and fastest traffic service a consumer can find. The enabled technology is given that NAVTEQ Traffic is now transmitted over a wider radio frequency spectrum broadcasted over 3,400 HD Radio towers.

Available on Garmin's nuvi 3490LMT, NAVTEQ Traffic over HD Radio brings a superior navigation experience to the user interface of Garmin devices. By providing unprecedented live traffic coverage, with more detailed information about traffic incidents and road conditions, it allows consumers to experience the freshest and most up-to-date information around them by reducing latency.

"Garmin, with NAVTEQ's technology, brings the next generation of navigation to users of the nuvi 3490LMT for the first time in the U.S.," commented Dan Bartel, Garmin's vice president of worldwide sales. "Our new Digital Traffic technology powered by NAVTEQ not only offers the highest quality map experience but can also tell drivers which areas to avoid and how to navigate around any congestion even faster than before."

"The decision by Garmin to offer NAVTEQ Traffic data over the new HD Radio technology is a great step forward in meeting consumer demand in the industry today," commented Dave Dale, vice president North America sales, NAVTEQ. "We strive to bring enhanced navigation experiences to as many consumers as possible and with Garmin's capabilities, we are making it a reality."

NAVTEQ Traffic over HD Radio™ is included with the Garmin nuvi 3490LMT, and is also compatible with other selected nuvi devices via the Garmin GTM 60 adapter (sold separately).

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