













TOMTOM vs. OPENSTREETMAP (OSM)

A Brief Comparison of Attributes

TomTom and OpenStreetMap (OSM) are high profile digital map providers, but the advantages and solutions they offer users are vastly different.

|  | Category |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TomTom owns its map data, allowing for opportunities to build upon its core mapping technologies. | Data Ownership  | OSM map data is owned by the community of contributors. |
| TomTom continually collects and extracts data using computer vision and machine learning upon which algorithmic layers are built for common and custom applications. | Data Origin  | OSM data is sourced and provided by individual contributors who use aerial imagery, GPS devices and low-tech field maps to verify accuracy. There is no national resource such as U.S. census data against which the information is cross-checked and verified. |
| Map data is updated quarterly, and monthly delta updates may also be available. | Update Frequency  | There isn't a clearly defined protocol surrounding OSM map data updating. Updates are periodically completed by contributors. |
| Documentation is detailed, thorough and readily available. Supplementing up-to-date map data is a functionality that ensures consistent ease of use. | Reliability/Accuracy  | Even with thorough documentation (which is not a given with free mapping options) and OSM's emphasis on local knowledge, data is only as reliable as the contributors who produce it. Data can easily be out-of-date, inconsistent, inaccurate or incomplete. |
| TomTom provides maps for the entire world with unsurpassed accuracy and currency. Details and layers include a seamless street network with names, classes, ramp restrictions, toll information, exit signage and more. | Details/Layers  | Details could be rich or lacking, depending upon the accuracy of the initial contributor's information and how well the crowd-sourced data is vetted within the OSM community. |
| Licensing permits users to customize data to their needs, including its depth, organization and composition. | Licensing  | Users are not obligated to license the data, so they have access to a geographic database but no input into how data is organized or shared with them. |
| TomTom works with a strong network of internationally recognized partners to identify and develop digital mapping solutions including Nvidia, Bosch, Qualcomm, Baidu and Microsoft. | Community  | A diverse community principally comprised of but not limited to mapping enthusiasts, GIS professionals, OSM server engineers and humanitarian aid workers. |
| Cost is dependent upon the type of license, geographic area and complexity of data provided. | Cost  | Free |

This brief comparison of attributes reveals that not all digital map providers are the same, and there are clear advantages to be gained for your project if you make an informed choice. Contact ADCi today for more information and help with finding the appropriate digital mapping solution for your needs.