

GPS tailored for women

TomTom, a leading provider of navigation solutions and digital maps, is launching a navigation device designed especially with women in mind.



The TomTom White Pearl is based on the TomTom ONE, but with a twist. It has a luxury design and content to make any navigation experience stylish, stress free and enjoyable.

With a beautiful pearlescent finish and matching EasyPort™ mount, the device is a departure from the typical look and feel of a TomTom portable navigation device. It is decorated with a subtle swirl design, which is beautifully expanded on the start up screen.

The White Pearl and its mount together are kept clean and safe with a matching silk drawstring bag to complete the set. This makes the device very portable, easily slipping into even the smallest handbag.

The device also has a useful set of Points of Interest pre-installed. With categories like 'Places to be seen', 'Shop 'til you drop' and 'Everyday fashion' drivers will be able to easily navigate to the best places. These include shops - from fashion to home furnishings, restaurants, bars, cafes, coffee shops, cinemas and theatres, giving drivers the ability to explore.

"We have designed this device to appeal to women, spicing up the excellent navigation experience with a bit of fun, exclusivity and style," says Corinne Vigreux, TomTom's managing director. "This important market segment has been largely ignored by consumer electronics in the past, but we have recognised its importance and developed this product in response."

The device has the usual navigation benefits at its core - it's easy to use, has Map Share™ technology and the Help Me! Menu, among other features. It also has TomTom Text To Speech technology for spoken street names and sms, helping drivers to focus on the road as well as a comprehensive safety camera database with alerts warning users for safety cameras on the route.

This special edition unit is available from selected retail stores, Markhams, Fochini, Cape Union Mart, Cellucity and Due South at a recommended retail price of R1999.00.

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