

Planet Electronics partners with TomTom Africa

Planet Electronics has partnered TomTom Africa to provide the latest TomTom maps to Planet Electronics' CASKA in-car navigation systems.

"Planet Electronics has been supplying the CASKA in-vehicle navigation and entertainment system into the SA market for more than four years now. We're very glad to have partnered TomTom as we believe our goals are aligned - supplying a superior product at an affordable price," said Rayno van Heerden, director Planet Electronics, South Africa.

Planet Electronics has been supplying intelligent vehicle accessories to the motor industry since 1998. It was officially appointed as African distributor for CASKA, the in-vehicle entertainment manufacturer. Planet Electronics is excited now to be able to offer the latest southern Africa maps from TomTom in its range of CASKA in-vehicle navigation and entertainment systems. These systems entirely replace the original radio of the vehicle with the added functions of touchscreen navigation, Bluetooth, iPod connectivity, DVD play reverse camera, built-in hard drive and much more.

Accurate and dependable navigational framework

TomTom maps offer the most accurate and dependable navigational framework in the automotive industry. After the acquisition of Tele Atlas in 2007, TomTom maps have the freshest data, global coverage and a flexible data platform. Planet Electronics now offers their customers TomTom's map coverage of 10 countries in southern Africa, including over 2.2 million km of roads and over 580 000 Points of Interest (POI).

The technology linking TomTom maps to these in-vehicle navigation systems is the iGo software by Navteq, a leading navigation solution provider for the wireless, automotive and personal navigation industries.

"TomTom is excited to be providing our maps to such a leading player in the in-car navigation market" said Tom Westendorp, account manager of TomTom Africa.