



TravelTab selects HERE Mobile SDK to make travel easier for tourists in the US, Canada and Mexico

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Berkeley, CA – TravelTab, a leader in travel convenience products and technology, selected HERE as the mapping and navigation provider for its new travel companion devices available to car rental customers in the United States, Canada and Mexico.

TravelTab has utilized the HERE Mobile SDK in the development of the devices' navigational capabilities, giving users the benefit of industry-grade mapping and turn-by-turn navigation that works both online and offline.

TravelTab offers two products that sit between a phone and a tablet in size. The TravelTab Adventurer offers convenient travel applications, unlimited data with the ability to work as a mobile Wi-Fi hotspot for up to five devices, international calls and texts, and offers discounts on tours and attractions which can be purchased using the device itself. Meanwhile, the TravelTab Navigator+ is geared mainly towards domestic travellers, who typically may not need a phone or data, but are still interested in navigation or local discounts at restaurants, shopping, tours or activities.

Founded in 2012, TravelTab has sought to address a challenge car rental agencies were facing, with companies previously offering portable GPS devices to help international travellers in new locations, but finding that travelers were also asking other questions.

“Customers renting a car were asking not only how they should get around, but seeking recommendations on places to eat, where to stay, where they can buy attraction and tour tickets, where they can access Wi-Fi and so on. We were listening and so we created TravelTab to be a travel companion that helps answer those questions,” said Mark Novak, Vice President & General Manager at TravelTab.

He added: “A big requirement for us is to ensure our products draw on high quality mapping and navigation and we are pleased to be working with HERE on that front. In particular, we have been keen to take advantage of HERE Mobile SDK for its offline navigation capabilities, extensive database of points of interest and the ability to tailor the look and feel of the navigation experience to our specific requirements and device form factors.”

At present TravelTab is available in three countries: USA (including Puerto Rico and Hawaii), Canada and Mexico.

To read more, visit [HERE 360](#).

Media Enquiries



HERE media relations
James Etheridge
+49 151 1004 1241
james.etheridge@here.com

Dr. Sebastian Kurme
+49 173 515 3549
sebastian.kurme@here.com

About HERE

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com

About TravelTab

Headquartered in Winter Park, FL, TravelTab is a privately-held, technology-focused company dedicated to providing robust products for the travel industry. Founded in 2012, TravelTab has successfully partnered with many world-renowned brands to offer products, technology and service solutions focused on making travel easier for consumers. For more information, visit www.TravelTab.com or find TravelTab updates on Facebook and Twitter.