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By: Alex Vochin, Gadgets Editor

TomTom's White Pearl GPS Navigator Is All About Glamour

For those people looking for that â€œsomething elseâ€•

TomTom White Pearl
TomTom

Over the past few years, we've seen a very large number of electronic devices targeting fashionistas arrive on the market, most of them being related either to the portable entertainment and/or portable communications segments. However, it seems that TomTom has decided to take things a bit further and rolled out a new GPS navigator targeting exactly this "glamour-loving" crowd.

Dubbed White Pearl, the device is a special edition navigation product featuring a stylish, pearlescent design with a "swirl" pattern, which will certainly draw the attention of those people with an eye for glamour and style. Moreover, it is accompanied by an EasyPort folding mount, both of them being presented in a luxurious silk drawstring bag.

Despite the fact that its looks clearly represent its most important selling point, its navigation-related features ain't too bad either, since the device is based on the TomTom ONE IQ Routes edition, but has some brand new features, such as special Points of Interest, including here 'Places to be seen' and 'Shop 'til you drop.' Also included is advanced lane guidance, an important safety feature that ensures drivers always know the correct lane to take on complex motorway junctions.

Corinne Vigreux, TomTom's managing director, said, "We designed the White Pearl to appeal to anyone wanting to give someone (or themselves) a very special gift, spicing up an already excellent navigation product with some fun, exclusivity and style. From birthdays to anniversaries, Valentine's Day, Mother's Day as well as Christmas, we believe this will make an extremely useful and desirable gift."

The TomTom White Pearl will be available in June 2009 for around 180 pounds sterling (290 US dollars), but it remains to be seen just how expensive it will be on the other markets it will arrive on.

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