



Nationwide Traffic System Deployed in Australia Using ITIS TrafficScience™ Cellular Floating Vehicle Data (CFVD) Technology

ITIS Holdings plc (ITIS) is pleased to announce, together with their local licensee Traffic Intelligence and cellular operator SingTel Optus Pty Limited (Optus), the commercial launch of the first nationwide traffic information system in Australia to use Cellular Floating Vehicle Data (CFVD). Covering over 70,000 km of roadway, the system will be branded Optus Traffic View (OTV) and has been available since June 2009.

Using ITIS TrafficScience™ CFVD technology, Traffic Intelligence and Optus are generating traffic information from anonymously processing signalling information from the Optus mobile network. This is the first commercial deployment of cellular traffic technology to utilise both 2G and 3G mobile data and an independent quality report produced by the Australian Research Board (ARRB) has shown that the system is producing extremely high quality traffic information. The OTV system is also the first traffic service in Australia to have its data independently verified for quality.

The OTV system will provide the first nationwide feed of high quality traffic flow data across Australia and will be used to provide high quality real-time, historic and predictive traffic information to the Automotive, Mobile and Government markets.

Commenting, Stuart Marks, Chief Executive of ITIS said: “The launch of a nationwide service in conjunction with Traffic Intelligence and Optus represents a major achievement for ITIS and demonstrates our ability to successfully penetrate markets outside the UK. The initial results provided by the ARRB are very encouraging and serve to show how accurate the ITIS technology can be in detecting traffic flow information using data from cellular networks.”

David Quayle, Managing Director of Traffic Intelligence stated “As a result of the launch of the OTV service, Australian governments and road users now have access to high quality travel time and congestion information on every major highway and freeway. This data will be highly beneficial to all road users and uniquely, does not require any investment in infrastructure by a government

department. Whilst the system was only launched recently, we are already seeing high levels of interest from both government and businesses.”

Scott Mason, Optus Business Marketing Director said, “With the launch of Optus TrafficView, Australian road authorities and traffic planning agencies now have access to high quality travel time and congestion information on every major highway and freeway based on information generated from the Optus mobile network.”

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About ITIS

ITIS is one of the world’s leading traffic information providers, using proven patent-protected technology to deliver real time, historic and predictive traffic information to navigation devices, mobile networks, government and media. For more information on corporate activity or our business in the UK, please visit www.itisholdings.com. For more information on our international activities, please visit www.itisholdings.com/international

About Traffic Intelligence

Traffic Intelligence specialises in the commercialisation and implementation of location based services and telematics systems within Australia and New Zealand. They are the exclusive licensee in Australia and New Zealand for the ITIS Holdings Floating Vehicle Data (FVD®) and Cellular Floating Vehicle Data (CFVD®) technologies and associated distribution platforms for FVD® and CFVD® generated traffic information. For further information visit www.trafficintel.com.au.