



Motorists across Australia steer clear of traffic jams with SUNA

Melbourne, 20 August 2009 – More than 95 per cent of people living in Australian capital cities can now access SUNA Traffic Channel following the launch of the service in Canberra today.

By extending the national coverage to include Canberra, SUNA now monitors more than 12,500 kilometres of roads in major metropolitan areas across Australia including Melbourne, Sydney, Brisbane, Gold Coast, Adelaide, Perth and Canberra.

SUNA Traffic Channel broadcasts up-to-the-minute information on traffic incidents such as accidents, traffic congestion, road closures, major road works and special events directly to compatible GPS navigation systems.

Adam Game, Intelematics Australia Chief Executive Officer said, "Building a national traffic information service for Australian motorists has been a major achievement for the company. For the past two years we have been working hard to deliver a traffic service that benefits all motorists, especially those living in areas that experience a greater number of traffic incidents and higher levels of congestion."

Commenting on the Canberra rollout, Mr. Game said, "We are extremely pleased with how well the SUNA service has been received by motorists so far and we are confident that Canberra motorists will find value in the range of information the service provides.

"Canberra roads have become more and more populated over the past six years with over 28,000¹ additional vehicles hitting local roads. As with all capital cities, motorists are increasingly faced with changed traffic conditions with major roads becoming unpredictable and a major frustration for local motorists," said Mr. Game.

“The SUNA service can help alleviate some of these frustrations by helping motorists make an informed choice especially when they are tossing up whether to change routes and avoid the traffic delay.”

Canberra motorists using their GPS to navigate to destinations in Sydney will now find their trip less stressful, as a SUNA-compatible navigation device will automatically upload traffic updates for Sydney on approach to the outskirts of the metropolitan area.

The service monitors traffic conditions using tens of thousands of traffic sensors supplemented with other sources including probe vehicles, freeway sensors, tow truck allocations, traffic cameras as well as roadwork and special events information. All of this information is validated by a team of traffic operators and then sent to your personal navigation device.

Compatible navigation devices may be purchased with the SUNA service ‘in the box’, or consumers can purchase an additional piece of hardware such as a TMC Cradle or Antenna. In either case the cost of the SUNA service is included and there are no ongoing fees. Compatible devices will be sold through the major consumer electronics retailers and auto dealers and are available now.

Motorists can find out more information on SUNA by visiting: www.sunatraffic.com.au

¹ Australian Bureau of Statistics, 2008. Motor Vehicle Census March 2008. [Online]

Available at: <http://www.ausstats.abs.gov.au>

[Accessed 16 July 2009].

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About Intelematics Australia

Intelematics Australia is a wholly owned subsidiary of the RACV and is a founding member of Global Response – a strategic telematics alliance covering Europe, North America and Australia, with more than 80 million motoring club members.

Globally recognised for innovation, Intelematics Australia’s services include safety and security, fleet and workforce management, real-time traffic information and navigation, together with a range of real-time motorist information and convenience services. Intelematics also provides enhanced remote vehicle diagnostic and eCRM services.

Intelematics Australia is a leading provider of OEM telematics programs within the Asia Pacific region and works in partnership with its clients to create tailored programs that bring benefit to vehicle manufacturers, their maintenance and retail channels, and motorists.

Intelematics' award-winning Telematics Services Hub (TSH) is a custom-designed, OEM-grade platform that separates service provision from underlying vehicle hardware. The TSH platform provides the Australian telematics programs for General Motors Holden, Toyota Motor Company Australia and Mitsubishi Motors Australia. The TSH also supports the aftermarket telematics Motoring Club product CarCom.

SUNA Traffic Channel, operated by Intelematics, has been adopted by leading navigation brands including ECLIPSE, Garmin, Mio, Navman, Navway, Pioneer, TomTom, Uniden, and Ford Motor Company.

The RDS-TMC service now covers more than 95 per cent of the Australian capital city population, with coverage in VIC, NSW, QLD, ACT, SA, and WA. SUNA is Australia's only digital traffic service broadcast using the international RDS-TMC standard which is supported by most GPS and automotive brands. SUNA content is also offered to developers of online and smart-phone applications.

For more information, visit Intelematics' website at www.intelematics.com.au

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