



Breakfast gets moving with SUNA Traffic

Intelematics Australia announces its first TV partnership

Melbourne, 6 March 2012 - Intelematics Australia has partnered with Network Ten's new Breakfast program to provide real-time traffic updates to many thousands of viewers across Australia.

The partnership will see Intelematics provide information on traffic congestion and road conditions in local metropolitan areas. It is the first TV network affiliation for the company behind SUNA Traffic Channel.

From this week, Network Ten's Breakfast program will feature regular traffic updates, major metropolitan traffic incidents, real time traffic flows and real travel times for major arterial routes.

Intelematics Australia's Chief Executive Officer Adam Game said partnering with Breakfast was a milestone achievement for the company.

"We are delighted to be working with Network Ten and Breakfast to extend the reach of SUNA traffic to many more Australians," said Mr Game.

"Breakfast viewers can check the traffic conditions to be better informed about areas of congestion causing traffic delays before they leave for work, giving them time to plan their morning journey accordingly."

SUNA Traffic Channel is Australia's most popular real-time traffic service. It is currently available on selected GPS devices including Navman and Garmin models and in-car navigation systems of leading vehicle manufacturers including Ford, Holden, Toyota and Mercedes-Benz.

Breakfast airs weekdays on Network Ten at 6am.

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.



SUNA Traffic Channel, operated by Intelematics, has been adopted by leading brands including Alpine, Continental, Eclipse, Ford, Garmin, Google, Holden, Honda, Mio, Navigon, Navman, Navteq, Navway, ninemsn, Nissan, Nokia, Pioneer, Toyota, Uniden, Mitsubishi, Subaru, Samsung, Mercedes-Benz, Clarion and Pump TV.

The RDS-TMC service now covers more than 95 per cent of the Australian main metropolitan 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 on Intelematics, visit www.intelematics.com.au

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