



Intelematics to give car radio a traffic overhaul

New digital radio service previewed at Gold Coast radio conference tomorrow

Thursday, October 9 2008 – Your car radio soon could know whether you will be late for work before you even head out the door, following the test of a new digital radio service by Intelematics Australia.

Intelematics has begun testing a new free-to-air service which would allow radio stations to deliver traffic flow information snapshots directly to motorists' digital radios, including time taken to travel along motorways and major arterial roads.

The service will be demonstrated for the first time in Australia at the 2008 National Radio Conference on the Gold Coast tomorrow.

Intelematics, which already provides the SUNA real-time traffic service for portable GPS navigation devices, expects to launch the service in Australia next year. To receive the service, motorists would just need a digital receiver or device with a Digital Audio Broadcasting (DAB+) chip and tune in to a supporting radio station.

The digital radio service allows motorists to receive short text-based traffic messages or images which are broadcast in conjunction with their regular radio station programs. Intelematics provides the information by accessing raw traffic flow data from a network of sensors embedded in the road to deliver real travel time information along major city arterials.

Adam Game, Chief Executive Officer, Intelematics said the flexibility of digital radio meant the service could be used a wide variety of ways.

“A radio station broadcasting commentary for a football final could send through information on traffic conditions around the ground for those travelling to the game,” Mr Game said.

“Other potential applications include daily travel time information on popular roads or alerts when significant accidents or other incidents occur.”

The demonstration at the conference will include the transmission of traffic data and presentation on a digital radio. Intelematics is hoping to undertake on-road testing during the coming months.

The Australian commercial radio industry is set to launch digital broadcasting in five capital cities – Sydney, Melbourne, Brisbane, Adelaide and Perth in May 2009

Joan Warner, Chief Executive Officer, Commercial Radio Australia said the Intelematics service was a good example of the innovation that could be provided free to air by digital radio.

“Intelematics is developing a service that will have real benefit to radio audiences and highlight the capability of digital radio to deliver unique and innovative information streams at no cost to the listener,” Ms Warner said.

“The adoption of DAB+, a superior new technology that will enable radio stations to multichannel as well as broadcast a variety of multimedia and interactive programming, further positions Australia as a leader in digital radio broadcasting.”

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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.

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

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About Commercial Radio Australia

Commercial Radio Australia is the national industry body representing 260 radio stations Australia-wide or 98% of the commercial stations on-air throughout the country. Commercial Radio Australia is the voice for commercial radio throughout Australia on all issues including the advent of digital radio; survey ratings (undertaken by Nielsen Media Research); legislative issues; trends and changes in listening habits; standards; and research. It also provides education and training and compliance and regulatory advice to commercial radio stations as well as extensive marketing information. The Board of Commercial Radio Australia will oversee the roll out of digital radio services for the sector and has been driving the technical development of digital radio both in Australia and internationally. For further information visit: www.digitalradioplus.com.au

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