



Adelaide beats the traffic with new SUNA service

Melbourne, 28 July 2009 – Local motorists will now be able to avoid unnecessary delays with the launch of Australia's premier traffic information service in Adelaide.

SUNA Traffic Channel developed by Intelematics Australia, broadcasts detailed information on traffic incidents and other road conditions directly to compatible GPS navigation systems.

The number of vehicles on South Australian roads has increased by more than 100,000¹ in the past six years causing increased congestion levels in and around the city.

According to Adam Game, Chief Executive Officer, Intelematics Australia, the SUNA service will alleviate traffic frustrations by helping Adelaide motorists make informed decisions while out on the roads.

"The SUNA service provides motorists with useful street smart knowledge that will enable them to navigate around road incidents and major congestion with ease. It keeps motorists constantly updated on changing road conditions, even alerting them to the congestion levels on the main roads heading in to the city."

Intelematics Australia has been gradually rolling out the SUNA service across Australia and it is now available in Melbourne, Sydney, Brisbane, the Gold Coast and Adelaide with plans to launch the service in Perth later this week.

"SUNA has proven extremely successful in other markets and we are pleased to be launching the service in Adelaide today," said Mr. Game. "We now have the infrastructure in place to support the increased demand for real-time traffic information locally and are committed to developing specific processes and technology that will further enhance the sensitivity of the service."

SUNA currently monitors approximately 1900 kilometres of road in Adelaide using a range of independent data sources to gather up-to-date information on road incidents such as accidents, traffic congestion, road closures, major road works and special events. 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 vehicle retailers 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].

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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