



## **Real-time traffic service hits the Gold Coast**

**Melbourne, 21 May 2009** – Gold Coast motorists can now avoid unnecessary traffic congestion with the extension of Australia's premier real-time traffic information service.

SUNA, developed by Intelematics Australia, broadcasts detailed information on traffic congestion and other road conditions directly to compatible GPS navigation systems, in real-time.

The SUNA service's detailed congestion monitoring is made possible through an interface to the Queensland Government's advanced traffic light control systems. Data from around 1,400 traffic sensor locations as well as traffic cameras and other data enables the SUNA service to continually monitor congestion levels on the Gold Coast.

Adam Game, Chief Executive Officer, Intelematics Australia, said Gold Coast motorists who have to drive to Brisbane each day for work as well as the local residents who are forced to navigate around congested streets during high volume visitor periods will find the service particularly useful.

"In a growth corridor such as the Gold Coast, traffic congestion is inevitable with the increasing road usage combined with the disruption associated with investment in infrastructure upgrades.

"The combination of a major metropolitan community with seasonal tourism influxes such as the thousands of people that flock to the Gold Coast each year to attend popular events such as the Indy 300 and Schoolies Week, leaves motorists to battle high traffic levels and changed road conditions such as street closures.

"The SUNA service helps motorists avoid unexpected delays during these periods as well as on a day-to-day basis by providing reliable and up-to-date traffic information to

their GPS systems. Drivers will be better informed, find commuting less frustrating and may even arrive at their destination sooner,” said Game.

Commenting on the launch of the traffic service, Craig Wallace MP, Queensland Minister for Roads, said, “The launch of the SUNA service across the Gold Coast further proves the Queensland Government’s commitment to building a road network that benefits all motorists. Real-time information services such as this can help drivers make informed decisions while on the road, improving safety and alleviating frustrations. The promotion of advanced transport technologies such as SUNA’s digital traffic advisory service is a valid part of a modern congestion management strategy.

“SUNA will not only be a tool for local motorists but also for the thousands of tourists that visit the Gold Coast each year.”

The Gold Coast service will complement SUNA’s Brisbane service, providing motorists seamless congestion coverage from the northern outskirts of Brisbane to the NSW border on their compatible GPS systems. This means the service will monitor more than 2,200 kilometres of roads in South-East Queensland for accidents, congestion and other hazardous conditions and on a typical day, will broadcast hundreds of warnings to motorists with SUNA.

The SUNA service has been providing Brisbane motorists regional traffic updates and information on Gold Coast road conditions for some time. With the recent system upgrade which included the commissioning of an additional transmitter, Gold Coast motorists will also be able to receive traffic alerts from the SUNA service.

Currently SUNA is available in Melbourne, Sydney and Brisbane with plans to launch the service in Perth, Adelaide and Canberra later this year.

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.

Motorists can find out more information on SUNA by visiting: [www.sunatraffic.com.au](http://www.sunatraffic.com.au)

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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](http://www.intelematics.com.au)

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