



Google Maps to use SUNA real-time traffic service

Melbourne, 15 September 2009 – Intelematics Australia will provide current traffic information from its SUNA Traffic Channel service to Google for its new feature, traffic information on Google Maps, announced today.

SUNA will deliver Google Maps current information on traffic congestion levels on Australia's east coast roads.

Adam Game, Chief Executive Officer, Intelematics Australia said the partnership with Google caps off a stellar year for SUNA and the company.

“We are pleased to be working with Google Maps to deliver Australian motorists one of the world's most in-depth urban traffic services. This new feature on Google Maps adds to a growing number of SUNA-supported applications and products, making it one of the most used sources of real-time traffic information in the country.”

“Making congestion information accessible will help Google Maps' users to check likely travel times on the web before they head out on the road helping them avoid unexpected delays and, where feasible, arrive at their destination sooner. We see this as highly complimentary to other ways of accessing SUNA content, such as car navigation systems.” said Game.

The SUNA service adopted by Google Maps allows for congestion information to be viewed for the first time for some regional areas, in addition to the state capitals on the Eastern Australian seaboard.

“We developed a traffic data feed for the Google Maps platform that enables us to report congestion levels in major regional centres. This means that in addition to covering Sydney, Melbourne, Brisbane and the Gold Coast, Google Maps can now incorporate

information on congestion levels in Wollongong, the Central Coast, Geelong and the Sunshine Coast,” said Game.

SUNA evaluates traffic information from a wide range of sources including in-road sensors and cameras and throughout covered cities. In particular, SUNA leverages real-time data extracted from the traffic light control infrastructure in each state.

The live traffic information provided to Google Maps via the SUNA service is calculated using a sophisticated traffic model that determines average delay for each road segment. The model includes smoothing and other statistical techniques to ensure that only persistent congestion, likely to impact many motorists, is factored in to the data feed. Short-lived transitory delays are filtered out where possible.

The information provided to Google Maps is one of the SUNA Data Services – a web based application programming interface (API), supplying traffic and motorist related data feeds. Part of this feed is the congestion information that Google Maps will use to updated road traffic conditions every few minutes.

The Google Maps traffic service is available in Australia from today by visiting maps.google.com.au.

Motorists can find out more information on SUNA by visiting: 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.

SUNA Traffic Channel, operated by Intellematics, 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 Intellematics' website at www.intellematics.com.au

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