



SUNA enabled devices exceed 3.5 million sales in 2010/11

Sydney, 16 November 2011: Intelematics Australia has maintained its position as the number one provider of traffic services in Australia with sales of SUNA-enabled devices exceeding 3.5 million in the 2010/2011 financial year.

It was a record year for SUNA-device sales, with more than 4.3 million devices now carrying the real-time traffic service in Australia.

SUNA is a traffic information service that broadcasts detailed information on traffic congestion and other road conditions directly to compatible GPS devices and in-vehicle satellite navigation systems.

Intelematics Australia is now forecasting 4.5 million in additional sales during 2011-12.

Adam Game, Chief Executive Officer, Intelematics Australia said the success of SUNA can be attributed to its ongoing service improvements and coverage expansions, as well as its strong partner base.

“The SUNA service undergoes continuous upgrades to ensure we are providing the best traffic services available in the market, and this is reinforced with the recent SUNA 3 service upgrade and the introduction of SUNA’s TPEG offering,” said Game.

SUNA’s coverage in urban areas is the most comprehensive in the country and the company has made significant expansions in Melbourne, Canberra and Brisbane which have seen the inclusion of freeway networks and inter-city roads.

SUNA High Density traffic coverage uses multiple sources of traffic data that it has exclusive access to. This includes traffic information feeds direct from the state road authorities including data used to control the traffic signals, speed and location information from thousands of GPS probe vehicles and incident data from local authorities.

SUNA Traffic via in-car embedded navigation has also grown enormously from last year, and sales of vehicles fitted with SUNA Traffic embedded within in-car navigation systems is expected to exceed over 110,000 units during FY11-12.

SUNA was first included in Ford's Falcon range in August 2009, it is now available in a variety of models from eight of Australia's leading vehicle manufacturers, including most recently the Mercedes-Benz S and E-class range, Honda's Insight VTi-L and Toyota's Hilux and Yaris vehicles.

SUNA's partnership base includes aftermarket and port-of-entry fit satellite navigation system brands, and remains the supplier of choice to leading brands including Alpine, Clarion, Eclipse and Pioneer.

SUNA has also extended its accessibility to include new platforms – the PUMP TV Network and Samsung's GALAXY TAB – made possible through its already established partnerships with ninemsn and NAVIGON.

More than 3 million Australian motorists will have access to SUNA via PUMP TV's network of 800 screens located at petrol stations across Australia.

Game said 2012 will be an even bigger year for Intelematics, which expects to formalise significant telematics partnerships and already has plans to expand its SUNA service to international markets.

"We are currently pursuing opportunities to grow the business internationally following years of success operating in Australia, and look forward to bringing our level of expertise to a global stage," said Game.

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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.

SUNA Traffic Channel, operated by Intelematics, has been adopted by leading brands including Alpine, Continental, Eclipse, Ford, Garmin, Google, Mio, Navigon, Navman, Navteq, Navway, Ninemsn, Nissan, Nokia, Pioneer, Toyota and Uniden.

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 on Intelematics, visit www.intelematics.com.au

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