



## **SUNA Traffic Channel set for major upgrade**

**Sydney, 16 November, 2011** – Millions of Australian motorists using the SUNA real-time traffic service will begin receiving more detailed road condition updates later this month following a significant upgrade to the service.

Intelematics Australia announced today that it would increase the amount of traffic flow data collected by the traffic service to deliver greater reliability, improved accuracy and expanded coverage.

Coined SUNA 3, the service will analyse more than three hundred million instantaneous speed measurements each month, triple that of the previous iteration of the service. The service will now combine a range of traffic data which includes GPS trackers on probe vehicles, traffic light data, traffic camera data and analysis of historical traffic information.

More than 4.3 million customers currently use a SUNA enabled device.

Adam Game, Chief Executive Officer, Intelematics Australia, said SUNA 3 will go live in the coming weeks in the lead up to the Christmas period and will be available to existing SUNA customers at no additional cost.

“The significant improvements that we have made to SUNA will improve the accuracy of the service by leveraging multiple sources of data to help eliminate individual errors in any one source. SUNA 3 has the ability to choose the highest quality data source at any given time or fuse multiple sources to provide an aggregated result.”

“The will also reduce the reliance on any given source of information, with secondary sources available should an intersection sensor fail,” said Game.

Approximately 5,500 km of arterial road will benefit from access to multiple data sources, while approximately 2,000km of non-signalised city roads previously not monitored for congestion will now be monitored using probe vehicle data.

“The latest improvements to the SUNA service reinforce its position as the most comprehensive real-time traffic service currently available in Australia. We are always looking at ways to improve the service to ensure we are providing Australian motorists with the information they need to be able to avoid traffic congestion and reach their destination on time,” said Game.

SUNA Traffic Channel is currently available on the leading GPS navigation brands representing more than 60 per cent of monthly sales by brand.

SUNA is currently available in Sydney, Canberra, Brisbane, Gold Coast, Melbourne, Adelaide and Perth.

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.

SUNA Traffic Channel, operated by Intelematics, has been adopted by leading navigation brands including ECLIPSE, Garmin, Mio, Navman, Navway, Pioneer, TomTom, Uniden, Navigon, Nissan and Ford Motor Company.

The RDS-TMC service now covers more than 95 per cent of the Australian main metropolitan 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](http://www.intelematics.com.au)

#### **Media queries to:**

Blackie McDonald

02 8907 4900

Alicia Aldini or [intelematics@bmcd.com.au](mailto:intelematics@bmcd.com.au)