



Sydney's road secrets revealed in detailed traffic visualisation ***SUNA analyses millions of motorist trips to paint portrayal of traffic movement***

Sydney, 16 November, 2011 - Australian traffic experts hope to uncover the mysteries of Sydney's roads following the launch of one of the world's most detailed visualisations of metropolitan traffic movement.

Intelematics Australia has spent months analysing more than 3.5 million speed and location traces to produce a picture of Sydney traffic. The time-lapse animation shows traffic moving across the city over the course of a typical day.

The incredibly detailed visualisation will be used to help motorists and the transport industry better understand how the city's traffic flows. It is believed to be the first time such a detailed picture of an entire city's traffic movements have been captured for an extended period of time.

As well as route information of cars, the visualisation also shows information from traffic lights throughout the broader Sydney area, allowing for potential traffic bottlenecks to be quickly determined.

Adam Game, Chief Executive Officer, Intelematics Australia, said the SUNA visualisation was an important reference tool.

"This is the first time we've ever been able to see Sydney's traffic laid out in its entirety and in such detail," Mr Game said.

"The SUNA visualisation is important because it can be difficult to understand just how connected Sydney's roads are. We're already seeing that changes to traffic in one area can have a profound effect on motorists on the other side of the city," Mr Game said.

"We can use this information to better design transport solutions for the future. Next-generation transport issues will be solved by treating Sydney's traffic as a true ecosystem rather than a series of isolated problems."

SUNA used thousands of cars fitted with GPS trackers and 5,000 road sensors groups to monitor road conditions within a 60-kilometre radius of the CBD during a 24-hour period.

SUNA analysts were then able to combine the data traces with historical travel data to determine important factors such as speed, direction, time and congestion levels.

To display the information, the SUNA team enlisted the assistance of a 3D animation team to overlay route data onto satellite imagery. The speed of car trips is represented by colour coding on the animation.

Darren McRostie, General Manager Product Development, Intelematics Australia said the development of the visualisation was a considerable technical achievement.

“It’s an enormous task to gather and analyse such a large volume of traffic data and present it in a way that’s going to be meaningful,” said McRostie.

“We had to not only capture information from a wide range of sources but also effectively integrate together to ensure we had the most accurate results. The SUNA team also then had to work closely with the animators to ensure the visual representation was consistent with what the data was showing us.”

The visualisation comes as Intelematics also launched the latest version of its SUNA real-time traffic service, SUNA 3. The free update will be available later this month to more than 4.3 million SUNA enable portable and in-car navigation devices.

The updated service will monitor approximately 7,500km of roads in Sydney, Melbourne, Brisbane, Perth and Adelaide. The service will analyse more than 300 million measurements each month to provide motorists with an extremely accurate view of the roads.

Brief city traffic 24-hour overview

Sydney’s traffic ebbs and flows during the course of the day, from taxis dashing across the suburbs in the early morning through to industrious motorists trying to skirt around morning commute congestion.

Sydney's late night traffic flickers to a relative standstill by 3:30am, with only few trips in and around the outlying suburban areas and gentle hum of traffic in the CBD during the next few hours.

Then slowly, as each of the city's traffic hubs begins to stir, a migration towards the city centre begins. From 6am motorists in the commuter belts begin the long trip into the centre, showing an increased amount of activity on the Northern Beaches, Cronulla and outer Western Suburbs.

By 7:30am congestion has begun to take hold on most of the busy roads, with most of the main commuting paths slowing to less than 35kph in some areas and rarely topping 70kph. While most grit their teeth, by 8am a number begin to peel off in search of a faster route.

The migration eases by the beginning of the working day, although around the Harbour Bridge and Anzac Bridge traffic continues to bustle along as motorists move from one side of the city to the other.

From 5pm a battle to get to Sydney Airport begins, with the time required to make the 15km journey almost doubling in the next 15 minutes and the trip taking more than 30 minutes as traffic begins to converge.

Around the same time commuters from the North West are amongst the first to begin to head home. Those making their way to Hornsby will see traffic on major roads slow to less than 30kph from 4:30pm, with the rest of the city undergoing the same transformation some 30-40 minutes later.

By the early evening Sydney's roads have begun to clear. Only the CBD continues to be a hive of activity late into the night, before finally settling around 10pm and the whole cycle beginning again.

-ends-

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

Media queries to:

Blackie McDonald

02 8907 4900

Alicia Aldini or intelematics@bmcd.com.au