

## **ninemsn helps motorists beat the traffic blues with SUNA**

**Melbourne, 13 May 2010** - Intelematics Australia has teamed up with ninemsn to deliver real-time traffic incident reports on metropolitan roads across Australia's east coast.

The new service will allow motorists to check current road conditions on ninemsn before leaving home or the office, helping drivers determine the best time to leave and route for their journey.

The traffic reports overlay real time traffic information from the SUNA Traffic Channel onto maps provided by Microsoft's Bing search engine. SUNA Traffic Channel is Australia's leading traffic service, providing detailed warnings about accidents, traffic congestion, road closures and road works.

Adam Game, Chief Executive Officer, Intelematics Australia, said, "ninemsn is the first choice for up-to-date information for millions of Australians and we are delighted to be bringing this traffic service to them. The ninemsn audience will now be able to easily access traffic information which will help them make an informed decision when it comes to selecting the best way to get to their destination."

Alex Parsons, Director of Marketing and MSN Products, ninemsn said, "This new service will provide our users with the most up-to-date and accurate traffic information currently available in Australia. Our audience will now be able to check current traffic conditions before they hit the road helping them steer clear of any unexpected traffic delays."

On the ninemsn maps, potential hazards such as slow moving traffic and motor vehicle accidents will be represented as small directional icons. Other services such as live web streaming of road conditions are also available via the traffic camera icon displayed on the map.

The live traffic information provided to ninemsn via the SUNA Traffic Channel service is calculated using a sophisticated traffic model that logs a range of delays on the road. The SUNA service evaluates traffic information from a wide range of sources including in-road sensors, probe vehicles and cameras located throughout covered cities. In

particular, SUNA Traffic Channel leverages real-time data extracted from the traffic light control infrastructures in each state.

The traffic data delivered by SUNA Traffic Channel is overlaid on the ninemsn website using the Bing Maps API. The data that is used for this service is also utilised by Intelomatics Australia to deliver the country's most reliable real-time traffic information service to leading GPS and in-car navigation devices.

The ninemsn traffic service is available in Australia now and can be viewed at [ninemsn.com.au](http://ninemsn.com.au)

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#### **About Intelomatics Australia**

Intelomatics 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, Intelomatics Australia's services include safety and security, fleet and workforce management, real-time and historic traffic information and navigation, together with a range of real-time motorist information and convenience services. Intelomatics also provides enhanced remote vehicle diagnostic and eCRM services.

Intelomatics 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 Intelomatics, 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 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 Intelomatics, visit [www.intelomatics.com.au](http://www.intelomatics.com.au)

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