

MEDION CHOOSES TRAFFICMASTER'S TRAFFIC SERVICE TO KEEP CUSTOMERS ON THE MOVE

Medion, the second largest Portable Navigation Device manufacturer in Europe, has chosen RAC Trafficmaster Telematics (RTT) as its traffic information provider in a three year agreement, starting in May 2006.

Medion currently has a 15% share of the portable navigation market in Europe, the Middle East and Asia. Medion will integrate RTT's real-time traffic information initially within its GoPal PNA510 and GoPal PNA515 satellite navigation systems, which will enable its customers to avoid traffic delays and help them get to their destinations faster.

Tobias Axt at Medion, comments:

"RAC Trafficmaster Telematics' traffic information offers a consistently high level of quality and reliability compared to other traffic data services. Trafficmaster uses the most advanced traffic monitoring technology on motorways, trunk roads and even in central London, so we are in no doubt that our customers will benefit from accurate, real-time data to help them get around jams and save time."

Tony Eales, Chief Executive at Trafficmaster, says:

"Medion is a major player within the portable satellite navigation market and we are delighted that they have selected RAC Trafficmaster Telematics as their UK TMC provider. Trafficmaster is able to provide reliable real-time traffic flow data, because it has access to a number of unique technologies including a network of fixed traffic flow sensors monitoring traffic on the motorways, trunk roads and within central London. The quality of Trafficmaster's data has helped us secure a growing number of TMC contract wins over the last few months, which means that our market share in this developing sector is increasing rapidly. "

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ABOUT RAC TRAFFICMASTER TELEMATICS (RTT)

RAC Trafficmaster Telematics is a joint venture between Trafficmaster PLC and RAC.

The RDS TMC service offered by RTT is unique in that it utilises real-time traffic information gathered from Trafficmaster's established network of over 7,500 roadside nationwide sensors. This is then supplemented with incidental data from the RAC.

The data is transmitted through the RDS bandwidth of Trafficmaster's commercial radio partners – GCap Media Plc and Chrysalis Radio, who together ensure that motorists across mainland Great Britain can receive the RAC Trafficmaster service. Data is provided to original equipment manufacturers (OEMs) or direct to automotive manufacturers.

Trafficmaster's traffic information is also delivered to customers through a number of screen or speech-based receivers. These include a variety of in-car products and services that include Trafficmaster's own revolutionary navigation product - Smartnav, Trafficmaster Monitor, YQ², Oracle and Freeway units. Traffic information can also be obtained from your mobile phone by calling 1740.

For more information please visit www.tmc.co.uk or www.trafficmaster.co.uk or contact: Georgina Osborn, email: georgina.osborn@trafficmaster.co.uk / telephone +44 (0) 1234 759315.

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