



**For immediate release  
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## **TRAFFICMASTER LAUNCHES ITS NATIONAL DIGITAL TRAFFIC BROADCAST SERVICE IN THE UK**

Trafficmaster, the UK's leading provider of real-time traffic information, has launched its Digital Traffic Broadcast service in partnership with Digital One, the world's largest digital radio network operator. The combination of Trafficmaster's world leading traffic information and advanced DAB technology will enable navigation devices to receive more detailed and accurate traffic data.

Traffic information is collated from Trafficmaster's nationwide traffic monitoring network which covers 95% of the UK's motorways and trunk roads. With the launch of Trafficmaster's Digital Traffic Broadcast service, DAB compliant navigation systems will have access to better quality and more reliable traffic flow information, including emergency incidents and road works. This will allow drivers to receive enhanced routing instructions and more accurate delay times.

The new digital service supports the full TPEG standard developed by TISA (The Traveller Information Services Association). It is commercially available to UK automotive manufacturers and portable navigation device providers.

Tony Eales, Trafficmaster's Chief Executive, comments: "Our Digital Traffic Broadcast service offers greater clarity and detail on the UK's traffic jams, which will help motorists get to their destinations quicker and with less stress. Not only that, our service offers reliability and scalability that can meet the growing demand of digital broadcast services."

Trafficmaster's Digital Traffic Broadcast is also supported by the Digital Radio Development Bureau (DRDB), a trade body that has been set up to encourage digital radio's wide accessibility and swift adoption in the UK.

DRDB's Chief Executive, Tony Moretta, says: "Trafficmaster's traffic information service is an innovative use of DAB technology which allows more detailed information to be delivered directly to drivers. This is a service that will make a difference to many motorists who use navigation systems, ensuring they have up to the minute information to reliably divert them around traffic jams, making for smoother journeys."

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**About Trafficmaster's Digital Traffic Broadcast Service**

Trafficmaster's Digital Traffic Broadcast service is unique in that it utilises traffic information gathered from Trafficmaster's established network of over 5,500 nationwide roadside sensors, covering over 8,000 miles of motorways and trunk roads. It is also supplemented with incidental data collated from a wide range of validated sources.

The data is broadcast via the UK's only national commercial DAB service, operated by Digital One.

Trafficmaster's Digital Traffic Broadcast service will be offered alongside its other existing traffic delivery channels, which include: RDS TMC, XML and mobile short code services such as 1740. In addition traffic data is used by Trafficmaster's own navigation product – Smartnav, and its traffic only products – Trafficmaster Monitor, YQ2, Oracle and Freeway Units.

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