

**For Immediate Release**

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**MAGELLAN<sup>®</sup> ROADMATE<sup>™</sup> NOW OFFERS LIVE TRAFFIC FROM RAC  
TRAFFICMASTER TELEMATICS**

Magellan, a leading innovator of navigation and positioning solutions including the award-winning line of Magellan consumer GPS products, has chosen RAC Trafficmaster Telematics (RTT) as its supplier of TMC traffic data for its Magellan RoadMate family of portable vehicle navigation devices. In this agreement, RTT will provide real-time traffic data to users of the Magellan RoadMate 3050T and 6000T.

Magellan spent several months testing all available UK TMC services and selected RTT's traffic information because it proved to be the most robust and reliable and will help its end-users avoid traffic delays and save time. The traffic data is sent to the Magellan navigation device through RDS-TMC and is integrated with its SmartDetour<sup>™</sup> software that automatically routes drivers around congestion.

End-users will be offered a one-month free trial of the traffic information service and will be able to subscribe to an ongoing license through the Magellan website at [www.magellanGPS.com](http://www.magellanGPS.com). To ensure that Magellan customers never get stuck in traffic, the navigation device will also display messages to warn them of imminent license expiry dates.

Philippe Durand, Director of Sales and Marketing for the Magellan consumer business in Europe, said:

"Magellan is committed to providing technologies and services that offer hassle-free navigation to drivers. Whether you are on a long or short journey there is always the risk of getting stuck in a jam - that is why traffic information is so essential. We believe Trafficmaster offers the most accurate and up-to-the minute traffic data in the UK and will enable Magellan to offer a superior navigation experience that will help our customers get around the problem of congestion."

Craig Blount, Director of Trafficmaster Services at Trafficmaster Plc, comments:

“An increasing number of navigation providers such as Magellan are choosing to incorporate Trafficmaster’s real-time traffic data to add value to their navigation proposition and the Magellan contract is a great addition to our TMC customer base. Through Magellan’s independent testing Trafficmaster has demonstrated once again that it can deliver an outstanding traffic data service with proven reliability and accuracy.”

The Magellan TrafficKit is also available as an optional accessory for the Magellan RoadMate 3000T, introduced earlier this summer.

**About Magellan** Magellan Navigation Inc is a global innovator of navigation and positioning solutions. The company markets its Magellan brand GPS products in vehicle navigation and outdoor markets, and its professional GPS and GNSS solutions in the survey, GIS/Mapping, and OEM markets that include consumer electronics, automotive navigation and high-precision applications.

Through its joint venture with Hertz, Magellan Navigation has developed the Hertz NeverLost® vehicle navigation system.

Magellan is headquartered in San Dimas, Calif., with European headquarters in Carquefou, France. For more information, visit [www.thalesgroup.com/navigation](http://www.thalesgroup.com/navigation).

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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 derived from its unique state-of-the-art network of nationwide static roadside sensors and transmitters that gather and distribute traffic data from over 8,000 miles of motorway and trunk routes. Traffic data is then delivered to the customer 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, YQ<sup>2</sup>, 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](http://www.tmc.co.uk) or [www.trafficmaster.co.uk](http://www.trafficmaster.co.uk) or contact: Georgina Osborn, email: [georgina.osborn@trafficmaster.co.uk](mailto:georgina.osborn@trafficmaster.co.uk) / telephone +44 (0) 1234 759315.

