



**For immediate release
14 August 2009**

TRAFFICMASTER AND IBM DEVELOP SOLUTION FOR SMARTER DRIVING

Travel information now analysed quicker to help avoid hold ups

London, UK, 13 August 2009: IBM (NYSE:IBM) and Trafficmaster, an expert in intelligent driving, are analysing driver data in deeper ways to help motorists spend less time in traffic.

Trafficmaster's Smartnav enhanced route-planning tool incorporates a dynamic probe collection system which is powered by a combination of IBM hardware, software and storage. IBM technology is also at the heart of Trafficmaster's Geocore solution for the retrieval and processing of huge volumes of driver locations which are collected to provide a very wide range of telematics services for both businesses and consumers.

"Trafficmaster is able to provide drivers with real-time route planning and more accurate estimated arrival times than ever before with the help of the IBM Informix data base technology", said Stuart Berman, Executive Director, Trafficmaster. "By giving drivers better information about their journeys, we are able to help reduce stress levels that drivers can encounter on the roads, especially around holiday times".

"Cities everywhere are battling with stressed transportation networks, said Doug Wilson, Client Manager, IBM UK. "This is an enormous problem with nearly 300 million drivers in Europe, traffic congestion costs the EU around €100 billion each year. To help address this issue in the UK, IBM is partnering with Trafficmaster to take a smarter approach to motoring by analysing data and unlocking trends to intelligently plan journeys. This has a positive impact on the driver, society, and the environment."

Trafficmaster provides a range of intelligent driving services through its telematics technology platform, and in partnership with mobile phone operator O2. Huge amounts of data are collected from vehicles and sensors covering the UK's motorways and trunk roads to provide services such as fleet management and stolen vehicle tracking, as well as smarter route-planning.

Smartnav, for example, is an intelligent route-finding service that is already popular among its customers – and is fitted as standard in Citroen light commercial vehicles. It uses satellite navigation and live traffic information to find the best routes and to suggest alternatives when traffic is congested. The data provided through the IBM system enables real road speeds to be logged so that accurate time aware routing and estimated arrival times can be provided to Smartnav drivers.

The latest innovation from Trafficmaster to utilise the IBM technology is the On-Demand Business Mileage Reporting system. This gives drivers instant, totally accurate access to their mileage records via their Smartnav navigation system or Trackstar stolen vehicle tracking system. It recalls all journey start and end locations, the time taken to make the journey and the exact distance travelled. Drivers know exactly where their car was at any given time or day and just have to classify the journey as business or private mileage.

On Demand has also now been adopted by BMW as part of their stolen vehicle security package available as an option on all BMW and MINI models.

Berman continues, "We had a very demanding set of requirements and it was important the solution we chose would perform well. Several factors helped us choose IBM, but primarily the IBM team was prepared to go the extra mile and to show us that their database was up to the job. Now we have the 'engine' to process our valuable data, there is more potential for innovative offerings particularly in areas such as pay-as-you-drive insurance and road pricing.

We are experts in vehicle data collection, and IBM has skills in bringing that data into a structured format, analysing it and delivering it – and the systems integration expertise to build applications for our clients. Together we are able to provide a very powerful offering."

For more information about Trafficmaster's other services go to
www.trafficmaster.co.uk

ENDS

More information:

Gill Houghton, PR Manager, Trafficmaster plc

T: 01234 759315

E: ghoughton@trafficmaster.co.uk

Press contact: Nilima Patwardhan

nilima.patwardhan@uk.ibm.com

020 7021 9191

Notes to Editor

Trafficmaster went live with the IBM Solution in January 2009 and has continued to introduce additional services for its clients

The solution comprises IBM hardware, software and storage. Informix software, IDS 11, TimeSeries DataBlade, System x3950, DS3400 and SUSE Linux 10.1

Integres, an IBM Business Partner, was involved in the sale of the hardware, and software and provided support for services.

About Trafficmaster

Trafficmaster is an expert in intelligent driving. The Group comprises US-based Teletrac Inc. and Trafficmaster Plc in the UK. Both organisations focus on intelligent vehicle services which enhance the driving experience and improve business performance by saving companies and drivers time and money and reducing their environmental impact.

Teletrac Inc offers fleet tracking, management and navigation solutions under the Fleet Director brand across the US, serving 5,000 fleets and a total of 75,000 commercial vehicles, using wireless and GPS technology.

The group has also developed a suite of Trafficmaster services in the UK. Trafficmaster's key product is the award-winning Smartnav, an intelligent satellite navigation system, which uses live traffic information and real-time road speeds to calculate optimum routes and avoid traffic congestion on the way. Trafficmaster's comprehensive traffic data means Smartnav is continually updated with traffic information, road closures and speed camera locations, without the need for CDs or internet-sourced updates.

Trafficmaster also offers Trackstar stolen vehicle tracking, monitored 24 hours a day in the Trafficmaster Control Centre. Stolen vehicles can automatically inform Trafficmaster and are then monitored remotely and police informed of their whereabouts for fast and efficient recovery.

The company provides live traffic information direct via mobile phone services and Radio Data System -Traffic Message Channel (RDS TMC) to other aftermarket and factory-fit satellite navigation systems.

Trafficmaster also maintains its own unique traffic monitoring network of road-side sensors, covering 8,000 miles of UK motorways and trunk roads.

In 2007 the company launched its fleet management solution, Fleet Director, in the UK. Combining all of Trafficmaster's intelligent technology businesses can save time and money, whilst reducing the environmental impact of driving.

Trafficmaster was founded in 1988 and floated on the London Stock Exchange in 1994. Teletrac Inc is a wholly owned US subsidiary company.

www.teletrac.net

www.trafficmaster.co.uk