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## GOT A SMARTPHONE? – GET SMARTNAV MOBILE

***Trafficmaster's unique PA-assisted sat nav and live traffic avoidance system makes every journey easy, saves you from hours sitting in traffic and now you can get all this on your smartphone – go to [www.trafficmaster.co.uk/mobile](http://www.trafficmaster.co.uk/mobile) to find out more***



Trafficmaster's Smartnav is the most efficient sat nav and live traffic information service available and is supported by a unique team of Personal Assistants, operating 24/7. It's already known to save frustrated motorists at least four hours per month from sitting in traffic and always makes sure you are on the right road and the quickest route to get to your destination.

Now you can get all this on your smartphone\*\* including iPhone, Nokia, BlackBerry and all Windows-based GPS mobiles.

If you're going places, Smartnav Mobile is the latest must-have app – having just scooped the 2009 BusinessCar Technology Award for Best Handheld Satnav! And it's recommended by the AA, the UK biggest motoring organisation with 15million members.

Simple to download and easy to use Smartnav Mobile uses real-time traffic data and road speed records to keep drivers on the best available route, at any given time and an immediate alternative is downloaded to the phone if traffic conditions change.

And no more map updates to do – Trafficmaster does all that for you and downloads it straight to your phone.

Just enter an address or postcode on the phone's screen and within a minute the route will be loaded, providing clear turn-by-turn and audio directions.

Or call the Trafficmaster Personal Assistants, who will find your destination –even if you don't have the full address and download the route to your phone. They can also provide assistance in a breakdown or emergency – pretty vital if you are stuck somewhere on your own or with the family in the car....

“Smartnav Mobile is the next generation in portable sat nav technology,” said John Lawrence, Sales & Marketing Director, Trafficmaster plc. “It puts everything you need to plan and make your journey on one personal comms device - your smartphone. Using Smartnav Mobile also helps drivers save time, fuel and mileage - it keeps you on the best route at all times, by actively avoiding congestion and delays.

“We are developing a range of other new services for Smartnav Mobile too. These include our Safe Speed camera alerts and a unique international rescue service, able to help travellers in difficulty across Europe with locally based but English speaking advice and support services.

“Future developments for Smartnav Mobile also include services giving easy access to information on flights, public transport and major events as well as destination details such as local fuel prices; nearest ATMs or hotels. It will be the complete travel companion on your smartphone!”

The Smartnav Mobile software is available to download from [www.trafficmaster.co.uk/mobile](http://www.trafficmaster.co.uk/mobile) with a no-obligation 30-day free trial. After that you can take out a monthly or annual subscription. Subscription charges are £3.99 per month or £24.99 per year. Personal Assistant calls cost up to 59p per minute. For more information about Smartnav Mobile and Trafficmaster's other services go to [www.trafficmaster.co.uk](http://www.trafficmaster.co.uk)

\*\* compatible with iPhone; all Nokia GPS phones; GPS BlackBerries, including the new BlackBerry Bold and all Windows-based GPS mobile phones

**ENDS**

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**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 6,000 fleets and a total of 90,000 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](http://www.teletrac.net)

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