



For immediate release  
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## **Trafficmaster boosts RDS-TMC coverage with EMAP Radio**

Trafficmaster has boosted its RDS-TMC traffic information coverage across the Midlands and Northern England, through a new deal with the EMAP radio network.

This latest contract will see Trafficmaster's information carried in the FM signal of nine EMAP radio stations, covering major cities such as Manchester, Leeds, Newcastle and Birmingham.

RDS-TMC traffic information is broadcast over the FM radio network and is received by suitably enabled portable and factory fit in-car navigation systems, to identify traffic problems on or near a chosen route.

Trafficmaster's 7,500 roadside sensors monitor traffic flow and generate alerts when speeds fall below 30mph on motorways or A-roads. This unique network generates 7 million records per day, which are processed by Trafficmaster to create the company's RDS-TMC traffic broadcasts.

Trafficmaster's Chief Executive, Tony Eales, said:

"We believe our traffic information is second to none and this arrangement will make it available to even more customers. It is another significant step in the ongoing development of our RDS-TMC service."

**ENDS**

### **Editor's Note:**

The specific radio stations and areas are:

96.3 (Leeds: Radio Aire)  
96.6 (Stockton on Tees: TFM)  
96.7 (Liverpool: Radio City)  
96.9 (Hull: Viking FM)  
97.1-103.2 (Newcastle: Metro Radio)  
97.4-103.4FM (Sheffield: Hallam FM)  
97.4 (Preston: Rock FM)  
103 (Manchester: Key103)  
105.2 (Midlands: Kerrang FM)

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### **About Trafficmaster Plc**

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 4,000 fleets and a total of 65,000 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 and traffic information service.

The use of Trafficmaster's historic measured road speeds data and live incident information allows Smartnav to calculate the optimum routes and avoid traffic congestion on every journey, improving on-road efficiency and reducing congestion overall.

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 a unique traffic monitoring network of 7,500 sensors, covering 8,000 miles of UK motorways and trunk roads.

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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