

Intelematics Australia Named Finalist in Australian Design Awards

- *Breakthrough interactive driver interface awarded Australian DesignMark®*
- *Provides two-way voice communication between passengers and SOS emergency services*

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Intelematics Australia, a global leader in vehicle telematics development and service delivery, today announced that its breakthrough driver interface has been awarded an Australian DesignMark and listed as a Finalist in the 2005 Australian Design Awards.

The in-vehicle driver interface was jointly designed and engineered by Intelematics Australia and Melbourne-based multi-award winning designers Catalyst Design Group following consultation with vehicle importers and consumers.

This consultation revealed that the automotive aftermarket lacked a suitable driver interface that would complement prestige and performance vehicles, creating a significant barrier to vehicle importer adoption.

Intelematics Australia's innovation addresses the challenge of providing a cabin mounted driver interface that is both functional and aesthetic. The interface is a very small and flexible button pad that incorporates three buttons, two LED lights and a microphone to enable interactive voice communication between passengers and an assistance call centre.

The button pad simplifies installation and reduces cabin clutter, and has a unique flexible construction enabling it to be mounted on curved surfaces.

The button pad enhances passenger safety by providing 'one-touch' access to SOS emergency operators following an accident or during other incidents such as a car-jacking or road rage attack. Intelematics Australia is the only system available locally that enables two-way voice communication between passengers and emergency services operators.

Intelematics Australia has incorporated the interface in CarCom, the company's new anti-theft, passenger safety and driver assistance system that was launched in Australia, in late-March 2005. The launch of CarCom followed a two-year research and development effort and leverages off a \$10m investment by the NRMA and the RACV.

Adam Game, Chief Executive of Intelematics Australia, said, "The new driver interface represents a significant evolution in vehicle electronics design and provides the convergence point for advanced safety, security and convenience services."

"The interface has created a new benchmark for vehicle security and passenger safety systems, and the enthusiasm from our existing customers and vehicle importers has been unprecedented."

"Together with Catalyst Design Group we are very pleased to have been awarded the Australian DesignMark, recognising the design innovation incorporated within the interface."

Monitored 24-hours a day, the system greatly improves vehicle security and can proactively deter thieves by disturbing them during an attempted theft. The interface can be used by Intelematics Australia's Assistance Centre to warn thieves that the tracking system has been activated and that police services have been summonsed and will be on the scene very quickly.

Recognised as a global innovator, Intelematics Australia was recently awarded an Australian Innovation Patent for its telematics driver interface and the company was a Finalist alongside technology giants Microsoft, Motorola and OnStar at the International Telematics Update Awards in 2004.

Benefits of the new driver interface include:

- Provides simultaneous voice and data connection
- Reduces driver distraction
- Provides 'one touch' access to emergency service operators
- Deters thieves proactively
- Enables fitment to virtually any surface
- Integrates seamlessly with any interiors
- Provides efficient driver interactivity
- Enables broader service offerings
- Simple to use

* Images of the CarCom driver interface are available by emailing pr@gne.com.au .

Notes for Editors –

Australian Design Awards – An Overview

The Australian Design Awards [ADA] is Australia's only national design awards program, recognised by the Commonwealth Government for its important role in promoting Australian design nationally and internationally. The ADA is a division of Standards Australia. The aims of the ADA are to present to the Australian public and the world the best examples of Australian design and innovation and the high quality of design expertise available to manufacturers in Australia and overseas.

Catalyst Design Group –

More information about Catalyst Design Group is available at <http://www.catalyst.net.au>

About Intelematics Australia –

Established in 1999, Intelematics Australia is an alliance of Australia's leading motoring organisations, NRMA and the Royal Automobile Club of Victoria (RACV). The company is a global leader in telematics development and service delivery, and focuses on vehicle safety and security systems, in-vehicle information assistance, and travel and entertainment services.

Intelematics Australia creates seamless 'white-label' interface solutions in partnership with Australia's leading automotive manufacturers, importers and aftermarket service providers. The company provides customised services to meet the needs and demands of its customers through a wide range of in-vehicle and other mobile technologies.

Intelematics Australia is a founding member of Global Response – a strategic telematics alliance drawing together the leading automobile clubs in Europe, the United States and Canada. The global alliance draws on the strength of more than 80 million club members worldwide, providing Intelematics with access to shared technology and a connection to consumer, automotive and mobility trends.

The team behind Intelematics is driven by a strong passion for mobility and productivity-related technologies to provide motorists with 'peace of mind' when it comes to their personal safety, the security of their mobile assets and the option to engage via embedded technology providing elements of convenience and productivity.

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