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For Immediate Release

MDS to provide live traffic via the cloud

MapData Sciences Pty Ltd (MDS) is pleased to announce that they have signed an agreement with **Intelematics Australia Pty Ltd** (Intelematics) that enables MDS to receive digital traffic information. This will allow MDS to access information on accidents, road works and congestion, then display and utilise that information when delivering digital mapping products and services via the web (or cloud).

Intelematics will provide detailed information on traffic incidents and traffic flow under the banner of Australia's leading real-time traffic service - SUNA Traffic Channel - including:

- A description of the incident and what is causing the hold up
- The location of the area affected
- Congestion levels for major roads used to indicate in a clear graphical representation the least and most congested roads at the current point in time.

The agreement means that MDS can access the most current traffic information for the major urban areas in Australia, making it available to the public via MDS' many online clients including those in the Tourism, Petroleum and Automotive industries.

This is another example of MDS' move into more rich content for applications, adding value, and repeat usage patterns to the hundreds of spatially aware applications that MDS delivers.

Intelematics Australia is a wholly owned subsidiary of the Royal Automobile Club of Victoria (RACV). www.intelematics.com.au

MapData Sciences has been developing and hosting online digital mapping applications for over 11 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects. In addition, MDS provides consulting, systems integration and route optimisation services.

www.mapds.com

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