

Intelematics and PTV deliver Trip Planner

Australia's most advanced trip planning site is powered by PTV technology

Royal Automobile Club of Victoria (RACV) has partnered with Intelematics since 2004 for the delivery of its online Maps and Directions services. Currently Australia's second largest Motoring club by membership, its online maps and directions site has grown to become a popular and integral part of its membership value.

Intelematics searched for a platform to enable the second generation of Maps and Directions and identified PTV as the best solution.

User: Intelematics, Australia's leading provider of motoring related mobility based products and services. Customers include: RACV, GM Holden, Toyota Australia and Mitsubishi.

Task: Provide a software solution to enable a powerful online maps and directions solution for the 1.3 million members of RACV.

Solution: PTV Mobility Platform and PTV eServers: eLocate, eMap, and eRoute

RACV members demand high quality

"RACV members have enjoyed access to high quality printed maps and directions for many years. We needed a platform that not only continued to provide cartographic quality maps online, but which also provided members with an enriched trip planning experience." explains Mark Whitmore, GM Products at Intelematics.

"We needed a platform that would meet the high standards demanded by the 1.3 million members of RACV, but which would also support a range of products that we have planned, including dynamic routing and live traffic information".

The PTV platform enables rapid addressing, geocoding and map generation, as well highly configurable map display attributes. But it is the ability to integrate dynamic information such as traffic and high volume customer-generated POI data that particularly suits the Intelematics service model.

Proven solution provider

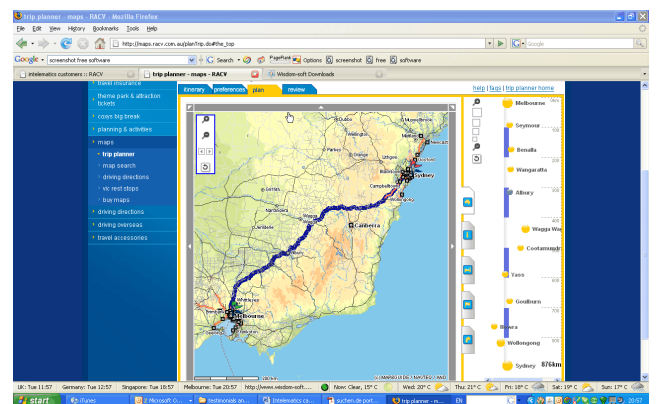
The range of high volume, high profile sites around the world that are enabled by PTV's Mobility Platform,

e.g. Toyota's motorist portal GetMeThere.co.uk or Audi's car dealer locator, formed a powerful reference base for Intelematics. The fact that PTV engineers had worked on complex online mapping systems provided comfort that the implementation would go smoothly.

Not all plain sailing!

Of course, it has not been easy. Intelematics is the first customer of PTV in Australia and there have been many problems to solve, mostly related to the "localisation" of the PTV platform to Australian addressing standards.

PTV technical specialists from both Australia and Germany have spent time with Intelematics in Melbourne to ensure the issues have all been addressed and it is a credit to Intelematics and the PTV team that the site has recently launched to wide acclaim.



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"We have been pleased with the level of support that we have received from PTV and look forward to working with them on projects such as dynamic routing based on our forthcoming SunaTraffic service" says Adam Game, CEO Intelematics.

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