

## NEW HUB TO HASTEN UPTAKE OF TELEMATICS

*Telematics in Australia took a huge leap forward today with the unveiling of the Australian Telematics Services Hub (ATSH). The ATSH is a secure Internet node through which messaging, content and location information can be intelligently relayed, scheduled and reformatted between the stakeholders, various mobile and fixed devices.*

*It is the digital glue that connects the dashboard, mobile phone, motorist, fleet manager, auto manufacturer (or importer) and content provider.*

([PRWEB](#)) September 5, 2003 -- Australia (PRWEB) September 4, 2003 Telematics in Australia took a huge leap forward today with the unveiling of the Australian Telematics Services Hub (ATSH).

Launched at Federation Square by Marsha Thomson, Minister for Information and Communication Technology (ICT), the ATSH is an initiative of Intelematics Australia.

Intelematics demonstrated the ATSH using the special edition 2003 CV8 Holden Monaro. Holden is the first manufacturer to deploy passenger vehicle telematics in Australia.

According to Mr Adam Game, CEO of Intelematics Australia, telematics – the convergence of mobile telecommunications and motoring and computing – is emerging as a pervasive new service in both passenger cars and commercial vehicles. However, thus far, Australians have had only limited opportunity to benefit from vehicle-related online services.

“The motor vehicle is a special environment because of the complex interplay of location, safety and security issues. Technically the ATSH is a secure Internet node through which messaging, content and location information can be intelligently relayed, scheduled and reformatted between the stakeholders, various mobile and fixed devices,”

“Essentially the ATSH is the digital glue that connects the dashboard, mobile phone, motorist, fleet manager, auto manufacturer (or importer) and content provider,” he said.

Until now telematics in Australia has been limited to safety and security services such as automatic crash notification, security monitoring, stolen vehicle tracking, remote diagnostics, SOS and remote unlocking.

The ATSH will extend those capabilities to include: on-line traffic warnings with integrated navigation; live location based information (hotel finders with booking capability and where’s my nearest information); automatic logbooks; personal calling; concierge services, and, downloadable entertainment – making the car become a truly important information appliance.

“In addition, the ATSH will also enable delivery of information and services to PDAs, mobile phones and desktops allowing us to truly keep Australians connected on the move whether they are in a car or not,” Mr Game said.

A disadvantage of the wide variety of cars now available in Australia – derived from competing technology environments in Europe, Asia and North America – is that deployment of a new technology like telematics is



made complex. The ATSH is designed to mask many of the differences between vehicle and communications architectures, thereby providing the automotive industry the scale to accelerate deployment, and adoption, of exciting and relevant on-line safety, efficiency, and, infotainment services.

Intelematics Australia is a joint venture between the RACV and NRMA Motoring and Services. Intelematics's initiative in establishing the ATSH reflects the motoring clubs' vision to bring the benefits of telematics services to the ordinary Australian motorist. It is a natural evolution of roadside assistance and information services.

Intelematics Australia is pleased to have been recognised as a leader in information and communications technology (ICT) under Multimedia Victoria's Spotlight on Victoria program.

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For further information or if would like to organise an interview, please contact:

Adam Game  
CEO - Intelematics Australia  
PH: 61. 3 8415 9010  
M: 61. 414 811 294

or

Alice Hilton-Wood  
Public Relations Consultant - Intelematics Australia  
PH: 61. 414 516051



**Contact Information**

**Alice Hilton-wood**

Intelematics Australia

<http://www.intelematics.com.au>

61.414516051

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