

smartnav[®]

Intelligent navigation and more...

Simplicity as standard

www.smartnav.com

Trafficmaster[™]

Trafficmaster Plc
University Way,
Cranfield, Bedfordshire,
MK43 0TR United Kingdom
Tel: +44 (0)870 240 5000

There is a
better way to
navigate...



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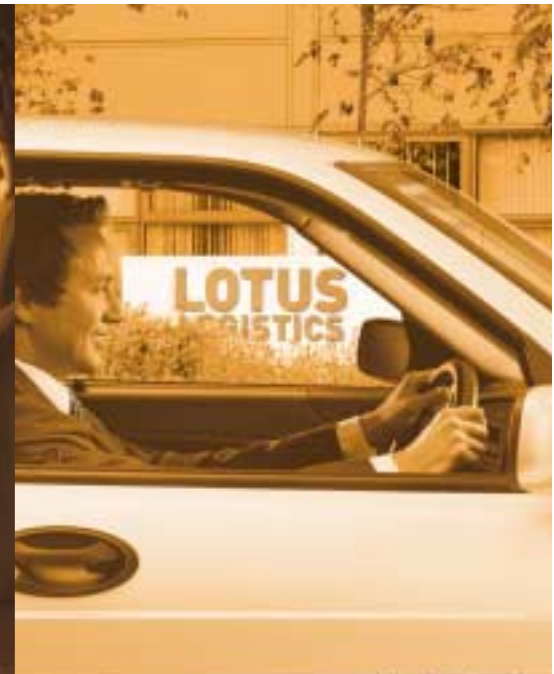
Trafficmaster[™]

smartnav^o

Smartnav: the simple solution to reducing motoring stress

If you travel by car, you need **Smartnav**. More than just a satellite navigation system, it provides drivers with a range of support services to make every journey as quick, easy and safe as possible. At the touch of a button, you are connected to a **Smartnav Personal Assistant**, who will enter details of your destination into a central computer. In just a few seconds, the route is sent to your car.

A powerful computer calculates the route to your destination, incorporating traffic data (see page 6) and the very latest mapping information, to ensure that your journey is as quick and easy as possible. The route is downloaded digitally to your in-car **Smartnav** unit, which provides you with clear, turn by turn, spoken instructions. It's just like having your very own navigator - without the arguments!



➤ Press the Smartnav button and... ➤ tell the PA your destination...

➤ Smartnav does the rest...

➤ Giving detailed instructions...

➤ Clearly, as you drive...

➤ Every step of the way...

"Good morning Mr Brown, you're through to Jenny at the Smartnav Control Centre. Where are you travelling to today?"

"Hi Jenny, I'm trying to get to a company called Lotus Logistics - I don't have the full address but I know it's near Northampton."

"That's fine, the database confirms this address as Claydon Way, Northampton West Industry. Your route is now being calculated, based on current traffic conditions, and is a distance of approximately 32 miles. Thank you for using Smartnav and have a pleasant journey."

Once you have finished your call to the Smartnav PA, the route is sent digitally to your in-car Smartnav unit. Turn by turn instructions will start after you hear the following message:

"Smartnav is now checking traffic conditions and preparing your route. When ready, please commence driving."

"In 300 yards, turn right to join the A509."

"Please take the third exit of the roundabout to join the M1."

"Continue to follow the M1 for the next 13 miles."

"In 300 yards, you will arrive at your destination."

"You are arriving at your destination."

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Your Smartnav PA, at the press of a button

Smartnav combines the very best in navigation technology with the personal touch. Simply press the **Smartnav** button and you will be connected to one of a team of PAs, trained to locate your destination and assist with a wide range of motoring needs, 24 hours a day, 7 days a week. Unlike conventional systems, which require a complicated destination entry process, the **Smartnav** system couldn't be simpler. It doesn't even matter if you don't have the exact details of your destination. Using any part of an address, including just the postcode, the **Smartnav PA** has access to a comprehensive, up-to-date database, which gives them the complete address.



> Find any location

In addition to UK residential and business address listings, thousands of other useful or remote destinations, including petrol stations, shops and hotels, are at the PA's fingertips.



> Work, rest and play!

With in excess of 90,000 places of interest available, visiting that restaurant in the middle of nowhere your friend recommended couldn't be easier, or stopping off for a bite to eat in unfamiliar surroundings becomes simple and stress-free.



> Finding the nearest bank...

We've all been there – driving through an unfamiliar place and needing to find a cash machine. One quick conversation with the Smartnav PA and they will find the nearest cash machine, of a bank of your choice, and send you directions to it. Effortless!

...simplicity as standard





The latest generation in satellite navigation

Smartnav combines live, forecast, incident and historical traffic information to give you the best possible route from A to B. (See diagram 1) The powerful computer that calculates your route is housed outside your car, which means that the mapping information is always up to date. What's more, Smartnav will automatically react to any unforeseen changes in traffic conditions and where possible offers you an alternative route. (See diagram 2)

1 > Calculating and sending your initial route to the car

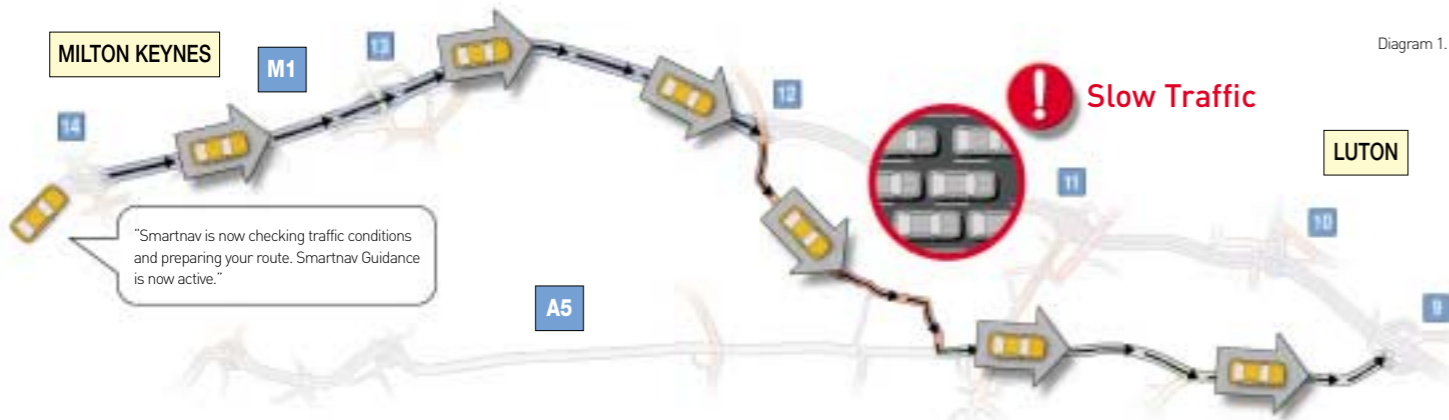


Diagram 1.

The route is calculated by a powerful computer, developed by Motorola and Trafficmaster, which is situated at Trafficmaster's Control Centre.

Route calculation incorporates real-time traffic data from over 7500

sensors, located on more than 8000 miles of the UK road network. It also analyses forecast and historical data, collated from 14 years of Trafficmaster's expert congestion monitoring, along with Police data collected by the RAC, so that known traffic hotspots, specific

incidents and roadworks are all considered before a route is calculated.

All four types of traffic information are fed into the computer, making Smartnav the most sophisticated and intelligent routing service available.

2 > Guarding your route during your journey

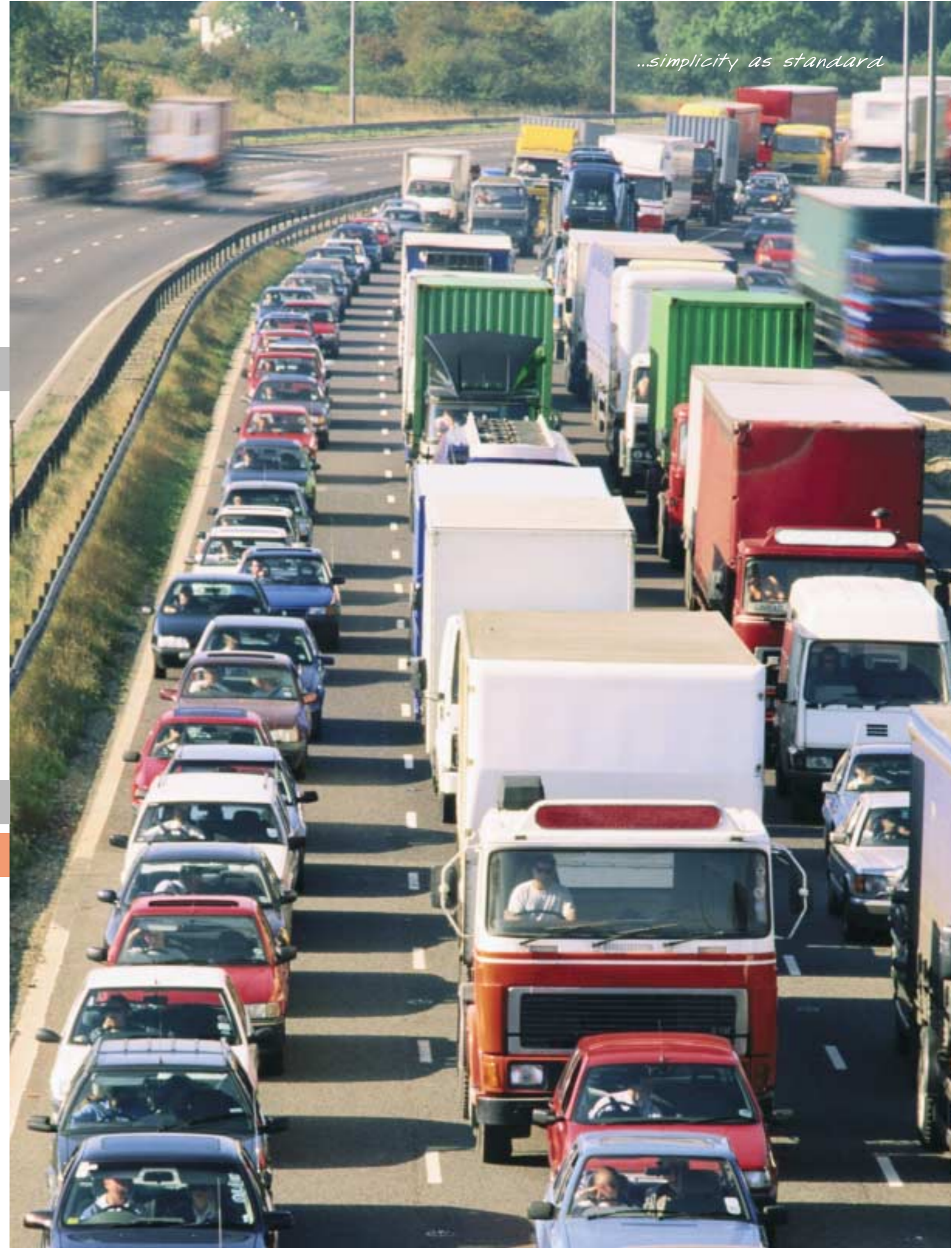


Diagram 2.

When you're on the road, Smartnav protects you from new traffic incidents throughout your journey. The powerful computer continuously monitors traffic conditions on your route and, if a

problem occurs, your in-car Smartnav unit will automatically alert you to it and offer an alternative route, if a quicker one is available.

By simply pressing the Smartnav button, a new, more efficient route to your destination is sent to your vehicle within seconds.





Smartnav SOS - for complete peace of mind

In the event of a breakdown or emergency, it can be frightening to find yourself stranded, particularly if it's late at night and you're on your own. As soon as you press the **Smartnav** button, a PA can automatically pinpoint your exact location and call for assistance. Your location details will be sent directly to the appropriate breakdown or emergency service, so you can feel reassured that help is on its way.



> Alone and stranded...

In unfamiliar surroundings, a Smartnav PA can provide help and reassurance 24 hours a day, 7 days a week.



> Broken down...

In the event of a breakdown, Smartnav's PAs can contact the emergency or breakdown services, giving the exact position of the vehicle.



> Safety...

For motorists who feel uncomfortable driving alone, or are concerned about their safety in the car, the Smartnav PA can provide round the clock support and assistance. A direct line into the Smartnav control centre means that help is always at hand.





Smartnav Option: Safe Speed

Safety cameras in the UK are increasingly being used across the country's roads. These are often located at known accident black spots to reduce speed and prevent accidents. This means every time you make a journey, you are likely to pass a safety camera.

The Smartnav Safe Speed option has been designed to protect your licence and encourage safer driving. Whether driving to an unfamiliar destination or making a frequent journey, it's easy to become preoccupied by other events and to lose concentration momentarily. This could result in you breaking the law and receiving a fixed penalty speeding fine or even worse, having an accident.

How it works

The Smartnav Safe Speed option alerts you when you approach zones monitored by fixed safety cameras, variable safety cameras and multi-camera detectors (also known as Specs).

Two levels of audible warning are provided – one as you approach the monitored zone (3 beeps) and a second (5 beeps) immediately before the monitored zone, giving you sufficient

time to correct your speed and alert you to concentrate on the road ahead. If you continue to drive above the speed limit through the monitored zone, you will hear continuous beeps until your speed has fallen to below the specified speed limit.

Like Smartnav navigation, the database of safety camera zones is continuously updated by our data research team and the data within your Smartnav unit will be automatically upgraded once a month, when you next use your Smartnav unit for navigation.

The Safe Speed option is operational every time you make a journey, with or without navigation active, and warnings can be disabled or reactivated via www.smartnav.com or by speaking directly to a Smartnav PA.

What it costs

The Smartnav Safe Speed option is instantly available to all new* Smartnav customers at a very competitive subscription of just £6 per month** and includes all updates during the period of subscription.

To take up this offer simply contact us via www.smartnav.com, or through the Smartnav call centre, by pressing your Smartnav button.

Costs Summary

Monthly** £6.00

For both options, please note: * Applicable to units manufactured after 17/04/03. Price may vary for units purchased prior to this date. Prices quoted are in addition to full Smartnav subscription.
** Paid annually or quarterly by Direct Debit.

Smartnav Option: Stolen Vehicle Location

Over 1,000 cars are stolen every day in the UK – more than half of these are never recovered or are too badly damaged to be returned. If a car is stolen and recovered the estimated average uninsured cost to the owner is £470, but if never recovered this can rise to in excess of £2000.

Using the Global Positioning Satellite (GPS) receiver in your Smartnav unit, and the mobile phone line, Smartnav has developed its Stolen Vehicle Location option, so if the worst happens and your car is stolen, we can help to locate it.

How it works

If your vehicle is stolen, you must firstly report the theft to the Police and obtain crime reference number. Once you have obtained the reference number, call the Smartnav PA on our dedicated Stolen Vehicle Location number.

The PA will send a signal to the Smartnav unit in your car to activate the tracking function. Your Smartnav unit will then keep us informed of the cars' exact location every 20 seconds. We will work with the Police, continuously updating them on the cars' location in order to help them recover the car.

The service is operational 24 hours a day, 365 days a year.

What it costs

The Smartnav Stolen Vehicle Location option is instantly available to all new* Smartnav customers via a software

upgrade which costs just £100. We will deliver the upgrade remotely, so there is no need for your vehicle to be off the road whilst it is upgraded. Once upgraded, we will then charge you an additional subscription of just £8 per month** for the Stolen Vehicle Location service.

To take up this offer, simply contact us via www.smartnav.com, or through the Smartnav call centre, by pressing your Smartnav button.

Costs Summary

Upgrade fee £100.00
Monthly** £8.00



Smartnav: call us now on 0870 240 5000

When it comes to navigation systems, **Smartnav** is by far the most intelligent. What's more, it provides a comprehensive range of in-car business and leisure support services. At **£499**, it's unbeatable value for money.

	Smartnav	Typical After Market Satellite Navigation
Gets you from A to B	✓	✓
Provides you with turn by turn instructions, including road numbers	✓	✓
Calculates and updates your route in line with live, historic, forecast and incident based traffic information	✓	no
Automatically updates road layout changes and points of interest at no additional cost	✓	no
Offers SOS assistance in the event of a breakdown or emergency	✓	no
Provides an operator-based concierge service, helping to find the nearest petrol station, car park or cashpoint, plus a whole range of places of interest	✓	no
Can book hotel, flowers, wine and champagne	✓	no
All achieved through a simple, independent, hands-free operation	✓	no
Supported by a fully interactive internet service	✓	no
Carjack safety feature	✓	no
Safe Speed Option	✓	no
Stolen Vehicle Location Option	✓	no
Unit price excluding installation	£499.00	£1,400.00
Total cost over 4 years	£849.00**	£1,760.00*

* Based on average RRP of current top 10 selling aftermarket products, assumes annual renewal of CD.
** Based on 'Duration Tariff'.

Can Smartnav be installed in my vehicle?

Yes, Smartnav can be fitted into any car or light commercial vehicle. Smartnav is not recommended for heavy goods vehicles.

Do I have to sign a contract with the mobile phone operator or pay any mobile phone bills?

No! Trafficmaster holds the contract with the mobile phone operator. The Smartnav user is not responsible for any costs direct from the mobile phone operator.

How often do I need to update my mapping?

Never! Smartnav mapping data is stored outside of the car and is automatically kept up to date.