



## **PRESS RELEASE**

### **Sentinel and GEWI Announce Strategic Partnership**

19<sup>th</sup> November 2009

Sydney based Sentinel Content Pty Limited (Sentinel), Australia's leading provider of dynamic traffic and traveller content and GEWI GmbH, the German based provider of TIC, the world's most widely implemented software solution used for the gathering, processing and distribution of traffic and traveller information, announced today a strategic partnership for Australia.

Sentinel and GEWI have been working closely together in recent months integrating GEWI's TIC platform into Sentinel's IntelteCast® Dynamic Content and Location Based Services Environment. The combined platform creates a very flexible solution for the collection and distribution of Sentinel's real-time traffic data services.

"Sentinel's source data is continually expanding and developing" commented Danny Woolard, Sentinel Contents' General Manager. "The TIC platform offers us a high degree of flexibility as we develop our services further to address our current Maps and Navigation business and future market opportunities. We have worked closely with GEWI to integrate their technology with IntelteCast and have trained our operational staff in Germany and in Australia in order to provide a high level of support for our current and future customers".

The partnering agreement is also focussed on developing new customers and opportunities for the continually developing TIC platform. "The flexibility to handle an ever expanding range of dynamic traffic, traveller and broadcast content will create new market opportunities with Road Authorities, Service Providers, Broadcasters and Location Based Services businesses" said Hagen Geppert, the co-founder and CEO of GEWI. "We have enjoyed a long industry relationship with the team at Sentinel and are excited about our new partnership".

## **About Sentinel**

Sentinel Content is a leading provider of wholesale real-time traffic and other dynamic location based traveller information services such as road safety locations, fuel pricing, parking pricing, news, sport, weather and accommodation. The services meet authority, industry and commuter needs for improved road efficiency and driver safety. Sentinel's source information is provided by a team of GIS field surveyors, traffic operators and content partners which include Australia's leading government road transport authorities. For more information visit [www.sentinelcontent.com](http://www.sentinelcontent.com)

## **About GEWI**

GEWI is the leading provider of software for the Traffic and Traveller information services market. The industry standard TIC platform is a commercial off-the-shelf solution to process data for information services. With over 100 commercial and government projects operating worldwide, TIC offers a cost-effective, robust, and easily scalable system and has been used extensively in live traffic information systems since 1997. With the fourth generation of TIC, even more customer requirements can now be satisfied in even more markets. Customers can benefit from annual software updates which provide improved features and new functions. GEWI values customers and quality, and has been awarded ISO 9001 certification annually since 1998. TIC is available from and supported 24/7 by GEWI offices in Europe, North America, and Asia, and by partners globally.

### **Media Enquiries:**

Danny Woolard  
Sentinel Content  
Tel: +61(0)2 9452 8000  
Email: [info@scontent.com.au](mailto:info@scontent.com.au)

Andrew Kristoffy  
GEWI (Europe)  
Tel: +44 1872 261686  
Email: [andrew.kristoffy@gewi.com](mailto:andrew.kristoffy@gewi.com)