



Mercurien Announces Launch of BetterDriver™

In-car coach for new drivers raises the bar on safety and costs as little as \$11 a week

Sydney, December 19, 2011: Mercurien Limited, the Sydney-based road transaction software company, today announced a major advancement in driver safety with the launch of BetterDriver™ a GPS-based system tailored for new drivers and their parents.

The Mercurien BetterDriver™ service uses GPS and motion detection technology to help new drivers know when they are driving in a manner that puts them at risk, delivering immediate, non-disruptive audio-feedback on hard cornering, hard acceleration, hard braking or erratic lane-changing.

“We have designed BetterDriver specifically for P-plate drivers who are most at risk in the first year of driving,” said Mercurien CEO Michael Graham. “The number of casualty crashes per month spikes in the first year of people holding a P-plate license – increasing dramatically from the learner driver phase where a licensed driver is present in the vehicle.”

Mercurien’s BetterDriver™ system consists of a Skymeter unit powered by the car’s electrical system. The iPhone sized unit has two major functions: In the first instance, it is a highly accurate GPS transmitter as well as containing a sensitive ‘accelerometer’ function that monitors the rate of change of the vehicle’s movement. In the event of hard braking, cornering, acceleration or lane changing, the unit emits a clear but non-disruptive audio signal to alert the driver. The audio signals are graded to represent the severity of any at-risk actions, so people can adjust their driving actions.



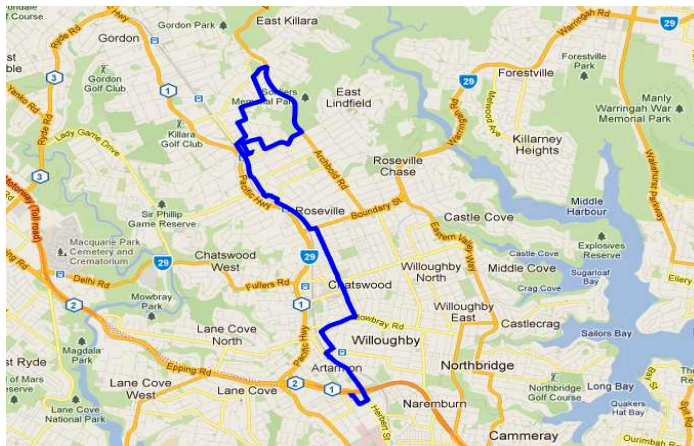
The Skymeter unit is powered by the 12V car system and is about the size of an iPhone.

Graham said the GPS device also links to a password-protected, individual website for each vehicle that allows drivers and their families to revisit each trip to assess how safely the vehicle has been driven in past journeys, be it an hour, day or month ago.

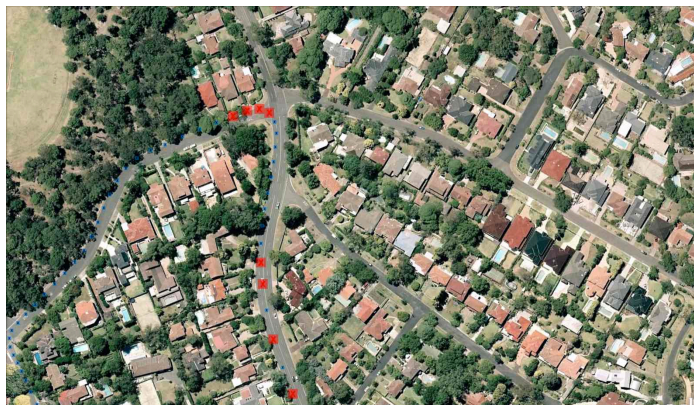


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“The BetterDriver™ individual websites show the route the vehicle has taken, time, distance and the manner in which the vehicle has been driven. As well as illustrating any at-risk actions, the system also reports an eco score that identifies if the vehicle has been driven in a manner that minimises green house gas emissions,” said Graham.



The blue line on google maps shows the journey of the car. Each journey is time and date specific.



The red dots on the google earthview indicate where at risk actions occur

In regard to getting this innovative system on the road, BetterDriver™ is currently in advanced testing with one of Australia’s largest motoring organisations and will move to a full launch phase in the first two months of 2012. It is expected that the BetterDriver™ system would go to market for about \$11 a week per vehicle for 12 months, plus a \$100 refundable deposit.

“BetterDriver™ will cost less than many people spend on takeaway coffee a week,” said Graham. “We believe the system will be a major aid for young drivers as they practice their driving skills. They can receive both live-time feedback from the in-car system as well as review their trips on the internet using their own password-protected sites.”

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About Mercurien

Mercurien is focused on the design and development of web-scale evidentiary transaction processing and software ecosystems for Road Network Transactions.

The Mercurien Platform combines large scale micro-transaction processing with GPU enabled image search for vehicles and Skymeter Smart Meter for Vehicles. It is designed for liability-critical deployment in multi-site operations. The ability to scale across multiple sites from one platform reshapes the cost of parking and transport infrastructure transaction management systems.

The Mercurien Platform provides companies with an interest in road usage the opportunity to operate one system across multiple sites in real time, instead of the current site-by-site standalone systems approach. This ability to scale across multiple sites reshapes road charging business models because of the ability to transact road assets as a network and significant one-off and ongoing cost savings.

For more information, please visit the Company website, www.mercurien.com or by subscribing at www.assob.com.au, see ASSOB Code "MER".

Some Facts about Young People and Road Crashes

GLOBAL

2007 - Road traffic crashes are the leading cause of death among young people between 10 and 24 years, according to a new report published by WHO. The report, Youth and Road Safety, says that nearly 400 000 young people under the age of 25 are killed in road traffic crashes every year. Millions more are injured or disabled.

Source: WHO

USA

Motor vehicle crashes are the leading cause of death among those aged 5-34 in the U.S. More than 2.3 million adult drivers and passengers were treated in emergency departments as the result of being injured in motor vehicle crashes in 2009. The economic impact is also notable: the lifetime costs of crash-related deaths and injuries among drivers and passengers were \$70 billion in 2005. (source CDC)

Australia

P-plate drivers are estimated to be 33 times more likely to have a crash than L-plate drivers. There are roughly over indexed by a factor of two in accidents

The risk of P-plate drivers having a crash decreases after the first 12 months

Victorian drivers aged 18 to 22 represent only 7% of licensed drivers, yet tragically accounted for around 23% of deaths and serious injuries on Victorian roads between 2006 and 2010.



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Drivers aged 17 to 21 represent just 8% of NSW licensed drivers, yet too, tragically accounted for 23% of deaths and injuries on NSW roads between 2006 and 2010.

NEW ZEALAND

2011 - Road crashes are the single greatest killer of 15-24-year-olds and the leading cause of their permanent injury. In New Zealand 15- to 17-year-old drivers have the OECD's highest road death rate, and our 18- to 20-year-old drivers the fourth-highest.

Fifteen per cent of licensed drivers in New Zealand are aged 15-24, but in 2009 they were involved in about 35% of all fatal crashes and 30% of all serious injury crashes. In those incidents, young drivers were found to be at fault 80% of the time, leaving 102 dead and 797 seriously injured, and costing the country a total of \$1.3 billion.

The New Zealand Transport Agency (NZTA) says young drivers tend to be disproportionately represented in fatal crashes at night. Between 2007 and 2009, about half the fatal crashes occurring on Friday and Saturday nights involved a young driver – while just 29% of daytime crashes did. With peer passengers in the car, the driver is 15 times more likely to have a crash than if driving alone.

(Source The Listener NZ June 6 2011)