

**HEAD OFFICE**

SeaLink Travel Group  
ACN 007 122 367 TA64062  
440 King William Street  
Adelaide, South Australia 5000

Tel (08) 8202 8688  
Fax (08) 8202 8686  
[www.sealink.com.au](http://www.sealink.com.au)

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## **NEW HIGH TECH COMMENTARY SYSTEM FOR SEALINK**

A cutting-edge audio commentary system driven by Global Positioning (GPS) technology has been introduced for tourists on SeaLink Travel Group's new Platinum coach tour of Kangaroo Island.

The concept was developed by Adelaide firm Carlisle Enterprises and uses GPS technology to spontaneously trigger commentary at strategic points along the touring route.

The commentary is available in a number of languages and is delivered through individual passenger access, using seat-mounted touch pads and headsets.

SeaLink's Chief Executive, Mr Jeff Ellison, said it was the first multi-language GPS operated technology of its type to be used in Australia.

"The system overcomes the problems of communicating with people from several different countries at the same time and enables the drivers to concentrate on their jobs," he said.

"By being linked to GPS technology, the commentary is automatically delivered at the most appropriate time to enhance the experience for tourists.

"At this stage, commentary is available in French, German, Italian and English, but provision is being made to include other languages in the future."

Carlisle Enterprises' Creative Director, Ms Joy Hosemans, said developing the system had taken four months of very dedicated work, which had been challenging at times because of the remote nature of Kangaroo Island and its rugged wilderness areas.

"A number of the way-points which had to be logged are in remote areas of the Island where there are few obvious landmarks," she said.

"Ensuring they were all mapped with absolute precision took a great deal of time and commitment.

"Writing the commentary and sourcing high quality translations to deliver maximum impact for tourists also involved a large amount of detailed crafting."



Mr Ellison said SeaLink's overnight Platinum Tours were an ideal service in which to offer the system as they offered luxury, personalized tours for limited numbers of tourists in specially modified luxury tour coaches.

The two day Platinum Tours and the three day Platinum Plus Tours are limited to 10 people, with overnight accommodation at the four-star KI Wilderness Retreat, close to the Flinders Chase National Park.

The coaches have been significantly modified so that each passenger has a luxurious, lambs-wool lined window seat, along with storage consoles and high quality, in-seat audio.

Tour highlights include visits to Kangaroo Island's major natural attractions, such as Remarkable Rocks, Seal Bay, Admiral's Arch, the Little Sahara and Kelly Hill Caves as well as visits to wineries, a working farm and guided tours.

All meals are a la carte using local Island ingredients and are served with Kangaroo Island wines.

The two day Platinum Tours depart each Tuesday, Thursday and Saturday and the three day Platinum Plus Tour on Mondays, Wednesdays and Fridays.

Mr Ellison said the Platinum Tours had been well received by tourists looking to a more luxurious way of seeing the Island than that offered by traditional tours.

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**Further Information:**

**Jeff Ellison**  
**Chief Executive**  
**SeaLink Travel Group**

**Ph: 08-8202 8688 or 0407 407 123**

**Joy Hosemans**  
**Carlisle Enterprises**

**Ph: 0416 145 156**