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## **KOAT 7 ABC Helps New Mexico Drivers** **Beat the Traffic®**

(Albuquerque, NM and Santa Clara, CA) – [KOAT 7 ABC](#) has unveiled its new and highly innovative traffic reporting system that will significantly help Albuquerque drivers. KOAT has launched [Beat the Traffic®](#), a patented traffic solution and cutting-edge technology providing a dynamic 3-D perspective of roads and highways, and displaying current traffic conditions throughout the region.

According to the Texas A&M University Mobility Study, Albuquerque is the 49<sup>th</sup> most congested city in the USA, totaling in excess of 11 million hours of delay, 7 million gallons of excess fuel and a congestion cost of \$244 million per year. The gridlock-induced delay more than tripled from 11 hours per traveler per year in 1982 to 34 hours in 2007.

KOAT 7 viewers, as well as KOAT.com and KOAT mobile/WAP visitors will benefit from real-time traffic speed information pertaining to their routes, which will help them plan better and react to traffic problems. KOAT's most up-to-the-minute traffic reports will be complemented with instant trip times on key routes such as I-40 from I-25 to SR-14.

KOAT 7 will report transportation problems for a wide territory: from Las Cruces/Deming to Raton on 25 and Gallup to Tucumcari on 40. KOAT 7 will leverage the ease of use and graphical flexibility of the 3D system.

The New Mexico 3D topography is very rich and distinctive, and Beat the Traffic® shows it in its glory, providing many landmarks allowing viewers to quickly grasp where the problem areas are.

“Traffic is a big challenge in New Mexico because of the congestion in Albuquerque as well as the very wide territory that we cover. Large portions of the interstates may be closed because of harsh weather, strong winds, etc., leaving travelers with limited options unless they were informed in a timely manner. Our viewers can really use the help KOAT 7 and KOAT.com will provide using the

Beat the Traffic® system,” says KOAT News Director, Sue Stephens. “We chose Beat the Traffic® because it is the only system that is truly efficient in giving the big picture of traffic conditions in the area then delving into specific problem locations. In addition the system is easy to use yet visually superior to what the competition offers.” “The team has also been a pleasure to work with.”

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“We are extremely excited to partner with KOAT to bring the Beat the Traffic® traffic reporting system to New Mexico,” says Andre Gueziec, President & CEO of Triangle Software, the operators of the Beat the Traffic® software. “KOAT is reaching their audience with consistent traffic information on all three screens (Television, Internet, Mobile) which also provides exciting sponsorship opportunities across platforms. It is a pleasure working with KOAT’s team providing this valuable information.”

Beat the Traffic® is powered by INRIX, using their GPS enabled vehicle data to provide the most accurate traffic information.

KOAT 7, an ABC affiliate, is owned by Hearst Television, Inc. Hearst Television Inc., formerly known as Hearst-Argyle Television, Inc., is a leading local media company comprising 29 television stations and two radio stations. The Company’s television stations reach approximately 18% of U.S. TV households, making it one of America’s largest television station groups. It also owns more than three dozen websites and multicasts more than two dozen digital channels providing news, weather and entertainment programming. Hearst Television is a wholly owned subsidiary of Hearst Corporation. The Company’s Web address is [www.hearsttelevision.com](http://www.hearsttelevision.com).

About Beat the Traffic®

Based in Santa Clara, CA, Triangle Software LLC d/b/a Beat the Traffic® is the fastest-growing provider of vehicle traffic reporting solutions. Acclaimed for the quality of its visuals and information, user-friendliness, and three-screen consistent presentation, Beat the Traffic® received the Television Broadcast magazine’s NAB Top Innovation Award. Triangle Software is a National Science Foundation funded early innovator in traffic prediction and presentation science. Please visit us at [www.beatthetraffic.com/Albuquerque-Traffic](http://www.beatthetraffic.com/Albuquerque-Traffic) and [www.trianglesoftware.com](http://www.trianglesoftware.com).

The Beat the Traffic® technology is protected by U.S. Patents Nos. 6,989,765, 7,161,497, 7,221,287, 7,375,649, 7,508,321, 7,557,730, 7,610,145 and additional patents pending. Visit our [www.youtube.com/BeatTheTraffic](http://www.youtube.com/BeatTheTraffic) channel and follow us on Twitter at [www.twitter.com/btt3d](http://www.twitter.com/btt3d) and on Facebook at [www.facebook.com/beatthetraffic](http://www.facebook.com/beatthetraffic).

For more information on KOAT 7 traffic coverage or other KOAT 7 News related items, please contact Sue Stephens at (505) 884-6326.

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