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**FOR IMMEDIATE RELEASE**

December 8, 2009

Contact:

Andre Gueziec- 408 777 6506

**Beat the Traffic® / Triangle Software earns two patents: use GPS data to generate traffic information, and recommend best departure time**

(Santa Clara, CA) – Two key patents demonstrate Beat the Traffic®'s continuing dedication to Innovation.

In news that is sure to excite drivers everywhere, Triangle Software LLC d/b/a Beat the Traffic® has earned two important patents for innovative technology that will help give drivers access to even more accurate and useful traffic information than ever before. The two patents - one that uses GPS data to generate traffic information, the other that helps determine the best departure times for commuters - clearly demonstrate Beat the Traffic®'s continuing dedication to providing the most innovative and effective traffic reporting solutions in the US and Canada today. With the use of cutting edge technology, both patents will open the door to even more useful and efficient vehicle traffic information.

**GPS-Generated Traffic Information: Real-Time Data For More Accurate Navigation**

Beat the Traffic® takes the incredible promise of GPS to a whole new level with its newly-awarded patent (number 7,557,730) for a GPS-generated traffic information system. Even while they are on the road, this system will inform drivers of traffic patterns and help them steer clear of trouble zones and other problem areas. In that way, Beat the Traffic®'s innovative patent will enhance the driving experience by a considerable degree, allowing drivers to enjoy a more streamlined and efficient experience by navigating them around major traffic snarls and other backups.

**Recommended Departure Time Feature: Getting There With Time To Spare**

In today's fast-paced world, being late simply is not an option. Beat the Traffic®'s recommended departure time patent (number 7,610,145) is the closest thing to a crystal ball that today's drivers can use. Using a combination of data including historic, present and predicted road conditions, this system can evaluate when a driver should leave in order to arrive at their destination by their desired time. This patent will take the guesswork out of getting from point A to point B in a timely manner, enhancing the driving experience considerably.

## **Beat the Traffic®: Putting Innovation In The Palms Of Drivers' Hands**

By combining topnotch technology with forward-thinking and incredibly intuitive solutions, Beat the Traffic®'s two latest patents will change the course of driving for people everywhere. Armed with exceptionally helpful data, drivers will not only be able to find their way to their desired destination with ease, but will easily be able to cope with unforeseen circumstances and plan departure times that will get them where they need to be in a punctual way. Driving has never been easier, thanks to Beat the Traffic®.

Let Beat the Traffic® Get You There!

### **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 its visually-striking graphics, simple setup and user-friendly interface, 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. For more information please contact Andre Gueziec at (408) 877-6600 and visit [www.beatthetraffic.com](http://www.beatthetraffic.com) 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 and 7,610,145. Visit our [youtube.com/beatthetraffic](https://youtube.com/beatthetraffic) channel and follow us on Twitter at [twitter.com/btt3d](https://twitter.com/btt3d).