



FOR IMMEDIATE RELEASE

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Beat the Traffic® Announces New Blackberry Application

(Santa Clara, CA) – Beat the Traffic® the fastest-growing provider of vehicle traffic reporting solutions announced today the availability of the Beat the Traffic® App for download on most BlackBerry handhelds. Beat the Traffic® is the easiest way to enjoy a hassle-free commute in the USA and Canada.

The Beat the Traffic® App for BlackBerry provides live traffic maps, showing traffic speeds and incidents on major routes for more than 100 cities in the USA and Canada. Live traffic cameras are accessible in 33 cities: New York City, Chicago, Houston, Atlanta, [Toronto](#), Phoenix, Seattle, San Bernardino, Minneapolis, Denver, Portland, Sacramento, San Antonio, Providence, Nashville, Memphis, Louisville, Hartford, Buffalo, Salt Lake City, Raleigh-Durham, Tucson, Fresno, New Haven, Omaha, Bakersfield, Boise, Chattanooga, Redding, Macon, Beaverton.

The Beat the Traffic® App for BlackBerry offers the following benefits:

- Get up-to-the-minute, accurate traffic information centered on your location so you can Beat the Traffic!
- Get information on traffic incidents affecting your commute, and view live traffic images in 33 cities.
- Participate in the data collection effort. With your permission, Beat the Traffic® crowd sources real-time traffic information from GPS devices. You may even report back to the Beat the Traffic® system a traffic incident that you might be the first to witness.
- The Beat the Traffic® App is free of advertisement and only shows up-to-the-minute valuable traffic information.

The application has already received more than 17,000 downloads. It is exclusively available on the [BlackBerry AppWorld portal](#) for a one-time lifetime! flat fee of \$9.99 (\$10.99 CND). A free version, [Beat the Traffic Free](#) with a reduced feature set is also available on the AppWorld, as well as on our mobile website www.BeatTheTraffic.mobi.

The Beat the Traffic® App for BlackBerry will be released with major carrier networks soon.

Early users have already been raving about the benefits of the app, writing such AppWorld reviews as: “Wow! Rocks my Curve!”, “Much better than google maps”, “Awesome little app. Just what I was looking for!”.

The Beat the Traffic® App for BlackBerry is available for most BlackBerry devices including the 9630, 9000, 8900, 8830, 8330, 8320 and 8310.

“We are delighted to offer this new mobile tool for US and Canadian commuters,” says Andre Gueziec, President & CEO of Triangle Software LLC who operates Beat the Traffic®. “It will help save time and gas

and avoid aggravation on the road.” In several cities, the Beat the Traffic® App for BlackBerry is powered by [INRIX](#) data.

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 and 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 channel and follow us on Twitter at twitter.com/btt3d