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Beat the Traffic Introduces New Traffic Forecasting Feature for iPhone and BlackBerry Apps

[Beat the Traffic](#)'s new forecasting feature enables BlackBerry and iPhone users to check traffic predictions up to 7 days ahead of time

Santa Clara, CA March 22, 2010 -- The thousands of people who are already enjoying the convenience of the hundreds of different apps for their smart phones and other mobile devices - especially the iPhone and various BlackBerry models - can enhance their driving experience with topnotch apps from Beat the Traffic®. While some apps are "just for fun," Beat the Traffic®'s apps are designed to get drivers where they need to go with as little frustration and aggravation as possible. This is accomplished in many ways, but the traffic forecasting feature that is included in apps for the iPhone and BlackBerry takes the experience to a whole new level.

What Is Traffic Forecasting, Anyway?

By collecting huge amounts of historical data for hundreds and hundreds of different roads and streets, Beat the Traffic®'s traffic forecasting is able to give drivers a very educated idea about what they can expect at any given time and day. Instead of hitting the road with the wool pulled over their eyes, drivers can refer to the traffic forecasting information via their iPhone or BlackBerry app in order to plan their trip accordingly. With Beat the Traffic®'s traffic forecasting feature, drivers can avoid heavily congested areas and choose alternate routes with ease.

Beat the Traffic® Apps: More Than Just Traffic Forecasting

There's a reason that Beat the Traffic®'s apps for the BlackBerry and the iPhone have exploded in popularity: They are jam packed with great features. At any given moment, users can refer to their mobile device to enjoy up-to-the-minute information about current traffic conditions in their area or elsewhere. Roadwork and traffic incident information can be accessed in the blink of an eye, allowing drivers to plan ahead with incredible precision. Live camera pictures are even available for 33 cities, further enhancing the usefulness and advantages of Beat the Traffic®'s BlackBerry and iPhone apps.

Using Beat the Traffic® Apps Couldn't Be Easier

The best thing about the apps that Beat the Traffic® offers for the iPhone and BlackBerry is that they are wonderfully easy to use. Even people who are decidedly uncomfortable with technology in general will find that putting the traffic forecasting and other features of the Beat the Traffic® app to use to be a breeze. In no time flat, the Beat the Traffic® becomes a relied upon part of drivers' lives, making daily commutes and other excursions much easier to manage. Simplify your driving today - and join the 60,000 others who've already done so - with Beat the Traffic® apps for the iPhone and BlackBerry.

Available for download

Beat The Traffic®'s new forecasting feature is available for both BlackBerry devices and Apple's iPhone

* iPhone/iPod Touch: on the [Apple App Store](#) (Free)

* BlackBerry: Visit www.beatthetraffic.mobi via a BlackBerry browser to download the app. Also available directly via the BlackBerry App World: [Free version](#) | [\\$9.99 Premium Version](#) (featuring detailed incidents list)

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