



Beat the Traffic® Announces New Touch Technology for TV Traffic Reporting

Latest Touch Screen Innovation Will Enhance Broadcasts Everywhere

Santa Clara, CA, April 5, 2010 -- [Beat The Traffic®](#) is introducing its exclusive Touch Technology to drive its award-winning on-air television traffic reporting software system.

This leading new touch screen technology is clearly the latest break through for on air traffic reporting which makes their system more uniquely intuitive and interactive with the simple “touch of a finger”.

The interface allows a traffic reporter to activate simple commands; start or advance their sequence; move and drag a map; zoom in and out; tilt the view; as well as “touch a hot spot” such as a traffic incident, a live traffic camera or reveal new text information, all with the simple touch of the screen.

While in front of the Beat The Traffic® Touch Screen you even have the capability to interactively select any two locations on a map and instantly display point-to-point travel times and the most up-to-date highway speeds and road conditions. This brand new software interface truly takes advantage of the power of the data underlying the system.

Beat The Traffic® Touch Technology and other new advances will be formally introduced by Triangle Software at NAB 2010 in Las Vegas.

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) 777-6513 or visit www.beatthetraffic.com or 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 and on Facebook at facebook.com/beatthetraffic

For more information please contact:

Andre Gueziec

Beat The Traffic | Triangle Software LLC

info@beatthetraffic.com | 408-777-6513

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