



NAB/RTDNA Press Conference

Sunday, April 11, 2010

11:00am

Las Vegas Convention Center
Room N242

Beat the Traffic® To Introduce What's New for NAB & RTDNA 2010

Touch Screen Technology and New Co-Branded Mobile App to be Announced

(Santa Clara, CA - April 8, 2010) Please join us at our official kick-off press conference at NAB this Sunday as we unveil some exciting new innovations from Beat the Traffic®.

Follow the Leaders with [Beat The Traffic's](#) introduction of its Version BTT3D 6.1. Its focus on simplicity and ease of use with an improved interface enables traffic reporters to effortlessly navigate through rich data and instantly set up their traffic reports. Create on-the-fly, point-to-point live drive time information directly in a compelling 3D environment. The upgraded software allows greater interaction and flexibility using Beat The Traffic's Wii Remote. BTT3D 6.1 is also available in high definition.

Beat The Traffic will introduce its exclusive TOUCH TECHNOLOGY to drive its award winning on-air television reporting solution. This leading new touch screen feature will clearly make their system more uniquely intuitive and interactive with the simple "touch of a finger". This next generation touch screen technology will be offered as an optional feature with Beat The Traffic BTT3D 6.1.

In a far reaching effort to share its distinguished product and capture the growing market share of mobile application users, Beat The Traffic will offer broadcast and other media outlets the option of a co-branded partnership or their own "white-label" app for traffic reports for the iPhone and Blackberry. Either choice is designed to build brand awareness and loyalty as well as provide monetization through local and national advertising.

Beat The Traffic has earned its place among the Country's top providers of traffic information across multiple platforms. Its unprecedented growth is marked by a sixty percent increase in the past year. Beat The Traffic reports are now on nearly forty TV stations and cable channels and almost thirty radio stations.

Beat The Traffic President and CEO, Andre Gueziec and his team will be at NAB 2010 to share their focus on developing the "best-in-class" applications. Gueziec says, "Ultimately our process is integration of what information people want and how they access this information. We offer the newest and most advanced technology that will ensure a reliable visually-striking presentation whether it's on-air, on-line or on mobile."

Please join me on Sunday, April 11th at 11am at the Las Vegas Convention Center, room N242, or come visit us at our NAB booth SU2302 for a personalized demonstration.

Sincerely,

Andre Gueziec

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) 777-6517 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.

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