



Beat the Traffic Excels Among the Top Distributors of Multi-Platform Traffic Information

OnAir OnLine OnMobile Traffic Reports Reach Millions of People Daily

LAS VEGAS, NV - APRIL 11, 2010 - [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 seen on nearly forty television stations and cable channels and almost thirty radio stations across the country.

Beat the Traffic® also provides nationwide online coverage at [BeatTheTraffic.com](#) and now on mobile devices with its innovative Apps for both the iPhone and BlackBerry. It can be said that Beat the Traffic® provides its real-time traffic flow, speed data, road condition and incident information, and travel forecasts to millions of Americans each day - On-Air, On-Line and On-Mobile.

Started as an Internet venture in the San Francisco Bay Area in 2001, Andre Gueziec combined his doctorate in computer science and a career working for IBM with his fascination with automobile traffic, traffic related data and graphic animation. His creation was the SF Bay Traffic Info website: [www.sfbaytraffic.info](#).

Within three years and the help of funding from the National Science Foundation,

Newsrooms everywhere are taking control of traffic reporting with the one system that can be live on the air in 3-2-1...



Gueziec created a nationwide portal he labeled [BeatTheTraffic.com®](#) which displayed his proprietary software by the same name. Recruiting fellow software engineers and graphic designers, Beat the Traffic® was introduced at the National Association of Broadcasters convention in Las Vegas in April 2005. It was there that Beat the Traffic® was recognized by Television Broadcast Magazine and honored with its NAB Top Innovation Award.

Gueziec and his team are focused on developing "best-in-class" applications and have chosen traffic reporting as their focus. Gueziec says, "Ultimately our process is an integration of what information users want and how they want to access this information. We offer the newest most advanced technology that ensures a visually striking presentation that is simple to access and understand, all-the-while fun to watch." He maintains his focus is all about quality and the goal of producing a leading-edge product.

Beat the Traffic® is the primary product of Gueziec's company, Triangle Software LLC. "I liked that name and the domain name TriangleSoftware.com was available, so I bought it!" Gueziec explained, "I based it on my previous career as a researcher and software engineer in 3D graphics. Triangles are simple geometric shapes that are at the basis of most complex shapes in 3D. Look at it this way -- you can approximate any complicated shape by assembling triangles together. If the shape becomes more intricate the triangles only need to be smaller. Our award winning 3D animation software for traffic reporting, Beat the Traffic®-3D, is a representation of the 3D scene objects (terrain, buildings, traffic) as a multitude of small triangles."

When asked about how Beat the Traffic® stays ahead of the curve, Gueziec says, "We've set up an innovation cycle in the company that is driven by and large by NAB's calendar. We believe in this show. Our product was first introduced there and our first customers came from exposure here at the NAB. The planning process for the next upgrade and newest version of software begins immediately after the show ends. This proves to be an exercise where each of my staff has a voice and they get to offer their observations made during the show and provide valuable input as to better define our product and make it even more attractive to our customers and ultimately their audience. The formula of keeping our framework around innovation from year-to-year keeps our entire team on their toes and gets their creative side to truly flourish."



At NAB 2010, Beat the Traffic® released Version 6.1 of its critically acclaimed traffic reporting system. BTT3D 6.1 focuses on simplicity and ease of use with an improved interface enabling traffic reporters to effortlessly navigate through rich data and set up traffic reports for air in a matter of seconds. The upgrade includes improved interactive options using the popular Wii remote that allows added flexibility to select objects and maneuvering the the Wiimote.

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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. 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 or Facebook at facebook.com/beatthetraffic.

For more information, please visit <http://www.beatthetraffic.com/tv.aspx> or contact: Andre Gueziec

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