



## **News Over Wireless and Beat the Traffic® Partner to deliver Premium iPhone Content**

**Las Vegas, NV, April 11, 2010** -- [News Over Wireless](#) (NOW) and [Beat The Traffic®](#) announce a breakthrough partnership to deliver premium vehicle traffic information content on the iPhone and iPod touch.

The market-specific, up-to-the-minute traffic information will be available to users through an “In App Purchase” inside iPhone Apps created by NOW for local television stations across the country.

This intelligent content will translate to new revenue opportunities for NOW’s existing station network as well as new station partners.

“NOW’s iPhone Apps are best-in-class apps featuring video, breaking news, weather and are used by millions of consumers already,” said Andre Gueziec, president & CEO of Triangle Software LLC d/b/a Beat the Traffic®. “They allow our premium, actionable traffic information content to reach a large audience of sophisticated users.”

The interface will allow users to browse live color-coded traffic flow/speed maps, incident listings and camera images in participating markets, as well as instant point to point trip times.

“We are excited to offer this exceptional traffic content to our end users in addition to the local content already in our apps.” said Sam Matheny, NOW general manager. “Beat the Traffic® does a wonderful job and this premium information is well suited for our In App Purchase capability. We are the only local news solution provider to offer this important In App Purchase functionality and our station partners are delighted about launching new ways to enrich the user experience and drive revenue.”

NOW is the leading provider of mobile solutions for nearly 150 local and national media companies across the U.S. Station partners have content available via mobile web sites, iPhone applications as well as on-deck applications and video channels with the nation's largest mobile carriers. Mobile advertising and SMS solutions are also supported by NOW.

Beat the Traffic® and NOW’s parent company, CBC New Media has already been collaborating on WRAL.com’s traffic reporting section, delivering a new level of personalized content to WRAL’s huge online audience in North Carolina.

Beat The Traffic® content for NOW’s iPhone Apps will be launched in the second quarter of 2010.

## **About News Over Wireless and Capitol Broadcasting Company**

News Over Wireless is part of CBC New Media Group, LLC, a division of Capitol Broadcasting Company. News Over Wireless works with broadcasters and wireless phone carriers to provide news and information on mobile phones through video channels, downloadable applications and mobile web sites. For more information, visit [www.newsoverwireless.com](http://www.newsoverwireless.com).

Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates [WRAL-TV](#), [WRAL Digital](#), [WRAL-FM](#), [WRAL-HD2](#), [WCMC-FM](#), [WDNC-AM](#), [WCLY-AM](#), [Microspace](#), [CBC New Media Group](#) and [Wolfpack Sports Marketing](#) in Raleigh, NC; [WJZY-TV](#) and [WMYT-TV](#) in Charlotte, NC; [WILM-TV](#) and [Sunrise Broadcasting](#) in Wilmington, NC; [WRAZ-TV](#) and [The Durham Bulls](#) in Durham, NC; and real estate interests including the [American Tobacco Project](#) and Diamond View office buildings in Durham, NC.

## **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](http://www.beatthetraffic.com) or [www.trianglesoftware.com](http://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 [www.youtube.com/BeatTheTraffic](http://www.youtube.com/BeatTheTraffic) channel and follow us on Twitter at [www.twitter.com/btt3d](http://www.twitter.com/btt3d) and on Facebook at [www.facebook.com/beatthetraffic](http://www.facebook.com/beatthetraffic).

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