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Beat the Traffic 3D Goes On-Air with Esri Web Mapping Technology

'GIS Software Enhances Live Traffic Reports and Roadway Information'

Triangle Software LLC, d.b.a. Beat the Traffic®, a provider of vehicle traffic reporting solutions for broadcast media is using Esri technology for its flagship [Beat the Traffic 3D](#) product.

A longtime user of Esri's geographic information system (GIS) technology, Beat the Traffic will now use ArcGIS Online Map Services, ArcGIS Web Mapping APIs, and geocoding services provided by Esri. The Esri bundle will enhance Beat the Traffic® 3D's station-specific maps, traffic forecasting system, and customized routing solutions.

As part of the agreement, Beat the Traffic will have access to Esri's Subscription-based Map Services, a Web mapping API that offers world-wide imagery, street maps, physical maps, Topo maps, shaded relief, and political maps. The mapping and imagery bundle also includes U.S. demographic maps.

"We are thrilled to collaborate with Esri and leverage [ArcGIS' Web Mapping](#) and online map services inside our award-winning Beat the Traffic 3D software," says Andre Gueziec, President and CEO of Triangle Software, the company that operates Beat the Traffic. "With this collaboration, we can deliver higher-resolution and more realistic imagery to illustrate traffic reports."

"Maps and images provide information that people can interpret quickly," adds Esri Transportation Industry Manager, Terry Bills. "We are excited that Triangle Software has integrated Esri Web tools in Beat the Traffic 3D to provide television viewers with real-time information about the roadways they travel."

[Beat the Traffic 3D](#) software is used by more than 40 television stations and cable providers for on-air presentation of traffic conditions and is growing in excess of 60

percent per year. The first television station equipped with the new software is FOX26 KRIV in Houston, Texas.

About ESRI

Since 1969, Esri has been giving customers around the world the power to think and plan geographically. The market leader in GIS, Esri software is used in more than 300,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. Esri applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. Esri is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms. Visit Esri at www.esri.com/news.

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 TVTechnology STAR Award as well as Television Broadcast magazine's 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) 777-6523 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, 7,610,145, and 7,702,452. Visit our youtube.com/beatthetraffic channel and follow us on Twitter at twitter.com/btt3d.

For More Information Contact:

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