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WMUR Deploys Beat The Traffic System To Provide Real-Time Traffic Information On New Hampshire Roads

'GPS Data From Commercial Vehicles Pinpoints Traffic Snags'

Manchester, NH (7/1/10) [WMUR-TV](#) this week unveiled a new, interactive traffic system. The system, powered by "[Beat the Traffic®](#)" software, offers viewers a more detailed and up to date picture of traffic on New Hampshire roads than ever before. It features the ability to monitor real-time road conditions such as average travel speeds, accidents and delays. Viewers can now also get drive-time estimates for multiple locations within the state, for trips to Boston and other regional destinations, or even create their own customized routes.

"This traffic system not only allows us to report traffic news in an incredibly clear way, but also gives us the ability to show viewers travel conditions on the state's roads in real-time," said WMUR News Director Alisha McDevitt. "Beyond traffic reports in our newscasts, it's a powerful, interactive tool online at WMUR.com too; our viewers can now get traffic information anywhere on demand."

"We are excited to team with WMUR and provide the data and technologies for a clear picture of traffic on New Hampshire roads on TV and online," said Andre Gueziec, President and CEO of Triangle Software LLC, the makers of [Beat the Traffic®](#). "It was a pleasure working closely with the innovative team at WMUR, and we hope that consumers appreciate the dynamic viewing experience and timely information on-the-go".

The system uses GPS data from commercial vehicles and turns it into a stunningly clear 3-dimensional map, displaying easy-to-read traffic information on roads. The graphic displays include average travel speeds, accidents, delays, trouble spots, etc.

Additionally, online at WMUR.com, viewers can interact with the traffic map, set up their own routes, and have traffic alerts emailed to them or sent to their phone. The traffic system can also be accessed on cell phones with internet access by visiting WMUR.com.

Traffic Watch reports, using the new Beat the Traffic system, can be seen on WMUR weekdays 5-7am and weeknights at 5pm. Traffic maps and other interactive features can be accessed anytime online at WMUR.com from a computer or mobile device.

About WMUR-TV & Hearst Television

WMUR-TV is the leading source of television news in New Hampshire, reaching more than one million people, and is the largest commercial television station in the state. WMUR.com is the most viewed New Hampshire web site for local news. An ABC affiliate, WMUR is owned by Hearst Television, Inc. Hearst Television, Inc. owns 26 television stations, and manages an additional three television and two radio stations, in geographically diverse U.S. markets. The Company's television stations reach approximately 18% of U.S. TV households, making it one of America's largest television station groups. Hearst owns 12 ABC-affiliated stations, and manages an additional ABC station owned by Hearst Corporation, and is the largest ABC affiliate group. The Company also owns 10 NBC affiliates, and is the second-largest NBC affiliate owner, and owns two CBS affiliates. Hearst owns more than 30 websites and multicasts more than a dozen digital weather channels.

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 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.

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