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**Time Warner Cable Debuts Beat the Traffic®
On Its New Buffalo News Channel**

(Buffalo, New York May 27, 2009) Time Warner Cable's newly launched **Your News Now Buffalo** unveiled its new and highly innovative traffic reporting system that will significantly help Buffalo area drivers ease their daily commute.

YNN Buffalo has introduced their viewers to **Beat the Traffic®**, a patented traffic solution and to its cutting-edge technology to provide a dynamic 3-D perspective of roads and highways displaying current traffic conditions throughout the entire region. Beat the Traffic® is powered by INRIX, using their GPS enabled vehicle data to provide the most accurate traffic information. The Time Warner Cable news channel serves over 300,000 cable subscribers in Western New York 24 hours a day, 7 days a week. YNN can be seen on Channel 14 in downtown Buffalo, and on Channel 9 in the surrounding suburbs.

"We provide a unique service to the second largest city in New York," said Jim Aroune, YNN Buffalo Executive Editor. "Along with our around the clock coverage of Western New York news, government, weather and sports, we're now the first to offer Beat The Traffic's valuable real-time traffic data, highway speeds and road incidents on-air, on-line and on-mobile. People will find this to be a most striking, user-friendly experience on every platform."

“We also chose Beat The Traffic® for **R NEWS** in Rochester, New York,” said Steve Paulus, TWC Regional Vice President. “Time Warner has a strong presence and is willing to invest in its upstate News York round-the-clock news channels which are a key factor in servicing our subscribers.”

“We’re very pleased to partner with Time Warner Cable allowing us to bring our traffic reporting system to both Buffalo and Rochester,” says Andre Gueziec, President & CEO of Triangle Software, the operators of the Beat the Traffic®. “To save travelers time and money, our award winning solution also features co-branded mobile web pages, for [Rochester](#) as well as for [Buffalo traffic conditions](#).”

YNN Buffalo which debuted in March, is the eleventh local news station launched by Time Warner Cable, the nation's second largest cable television operator and provider of telecommunications services which includes [New York 1](#) and [New York 1 Noticias](#) in New York City, [R News](#) in Rochester, [Capital News 9](#) in Albany and [News 10 Now](#) in Syracuse and Binghamton.

Based in Campbell, 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) 879-5805 or visit www.beatthetraffic.com or www.trianglesoftware.com.

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