
Beat the Traffic Earns a Third U.S. Patent Entitled Three Dimensional Traffic Reports

CAMPBELL, Calif., June 5 /PRNewswire/ -- Beat the Traffic/Triangle Software received a Third U.S. Patent entitled "Three-Dimensional Traffic Report". On May 22, 2007 The U.S. Patent and Trademark Office (USPTO) has assigned Patent No. 7,221,287 to Beat The Traffic's process for producing three-dimensional, animated automobile traffic reports. Together with Patents No.6,989,765 and 7,161,497 this is the third Beat the Traffic patent. The new patent No.7,221,287 covers the visualization front-end of our complete solution for automobile traffic reports. Beat The Traffic(R) has several additional patents pending.

"This is another milestone for the protection of our intellectual property. Since 2001, we have stood by our commitment to develop and protect original intellectual property in the field of real-time and predictive information for the traveler," says Andre Gueziec, president & CEO of Triangle Software LLC, d.b.a Beat the Traffic(R). "Our customers benefit from the protection that only approved licensees have for access to our intellectual property."

The company also owns trademarks and service marks for "Beat the Traffic" when used in connection with traffic information services, as well as placing advertisement for others, for "Triangle Software" as well as for "The Right Traffic at the Right Time."

Based in Campbell, CA, Beat the Traffic offers a complete solution for the broadcast of traffic reports, featuring consistent on-air and on-line components, 3-D animations, lower-third tickers, and a one-of-a-kind traffic forecasting system. Triangle's Beat the Traffic(R) system produces clear, customizable, information-rich animations and received the Television Broadcast magazine's Top Innovation award at the NAB trade show. Beat the Traffic(R) processes and integrates real-time road traffic and weather information from numerous public and private sources and predicts traffic patterns so users can arrive at their destinations rested and ready. For more information, please visit <http://www.trianglesoftware.com>, or <http://www.beatthetraffic.com>.

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