



Beat the Traffic® To Introduce What's New for RTNDA & NAB 2009

(April 6, 2009, Campbell, CA) **Beat the Traffic®** will unveil three all new products at RTNDA/NAB 2009.

Get ready to take your newscasts in a new direction with Beat The Traffic's introduction of its **Wiimote** feature. TV traffic reporters will be able to incorporate the same *Wii* gaming system wireless controller to move freely through their traffic maps in real time on the air.

"Ever since Triangle Software developed Beat the Traffic®, it has always been at the forefront of traffic reporting technology and innovation," says Triangle Software's President & CEO, Andre Gueziec. "We listen to our clients and their audience as to what they need and want to improve and strengthen our product and services."

The *Wiimote* uses *blue-tooth* technology and will allow stations to inexpensively achieve a new and entertaining visual presentation.

The Beat the Traffic® Radio Console will also be unveiled at NAB 2009. The online service will allow radio broadcasters easy access to the latest traffic conditions and highlight road incidents as they happen.

For its multiple platform delivery, **BeatTheTraffic.com** will debut several interactive visual enhancements for online and mobile delivery. Elegant new widgets will display clean traffic maps and key route trip times designed exclusively for small viewing formats.

Beat the Traffic® was created by Triangle Software and is a national provider of real-time 3D traffic maps and reporting solution for broadcasters. Beat the Traffic® incorporates real-time traffic data from more that 350 public and private sources in more than 100 metropolitan markets and 100,000 miles of majors highways and roads. Beat the Traffic® is known for its ease of use, accurate and comprehensive traffic data and award-winning technology innovation.

Please join us for a demonstration at the RTNDA/NAB 2009 at the Las Vegas Hilton Convention Center:

Beat The Traffic Press Conference	Sunday, April 19th	2:00pm
	Room N242	
Beat The Traffic Exhibit at NAB	Monday, April 20th thru Wednesday,	
	April 22nd	9am to 6pm
	& Thursday, April 23rd	9am to 2pm
	Booth # SU 10002	
RTNDA Traffic Reporting Session	Wednesday, April 22nd	11:00am

For more information and a new DVD demo contact us now:
info@BeatTheTraffic.com / 408-879-5824 / www.BeatTheTraffic.com

The Right Traffic At The Right Time®