



**INRIX and BEAT THE TRAFFIC Bring Cutting-Edge Traffic Reports  
to TV Broadcast Stations Across the Country**

*Beat the Traffic to use INRIX's data on TV and Web, Helping Commuters Avoid Traffic Delays*

**KIRKLAND, Wash. – August 27, 2008** –INRIX®, the leading provider of traffic information, and Beat the Traffic®, the fastest-growing provider of high-definition traffic reporting solutions, announced an exclusive premium data partnership in which Beat the Traffic will use traffic data from INRIX to assist users in avoiding traffic delays for faster, hassle-free commutes.

Beat the Traffic is incorporating INRIX's real-time traffic data for 122 metropolitan markets and 100,000 miles of major arterials, freeways and highways, including the entire U.S. Interstate Highway System into its three-dimensional animation video broadcasting platform for delivery of real-time and forecast traffic on air and station Web sites. The seven initial broadcast television stations using INRIX traffic information at the launch of the partnership include KLAS (Las Vegas), WFTV (Orlando), WPBF (West Palm Beach), WTIC (Hartford), KETV (Omaha), WTVR (Richmond), and WXMI (Grand Rapids).

"INRIX has set a new direction in traffic reporting, and we are very pleased to be working together to bring holistic, accurate traffic data to TV broadcast media. Beat the Traffic's dynamic, high-definition television presentation combined with INRIX data is a clear winner in the marketplace," said Andre Gueziec, president of Triangle Software LLC d.b.a. Beat the Traffic®.

Through this partnership, Beat the Traffic is tapping into INRIX's unique "Smart Dust Network" approach of aggregating traffic-related information from more than 350 public and private sources, including traditional road sensors and up-to-the-minute data from over 800,000 GPS-enabled vehicles as well as data from other sources. As a result, Beat the Traffic is offering its customers the most accurate traffic information available.

"There's simply nothing like it. Beat the Traffic is an extraordinarily accurate program that allows us to move around our market in real-time without rendering to show live traffic conditions, such as road speeds, incidents, constructions and travel times," said Ron Comings, news director of KLAS-TV in Las Vegas. "Our viewers love the clean, easy-to-understand 3D presentation."

"Millions of consumers rely on local broadcast TV traffic reports before they start their commutes," commented Kush Parikh, vice president of business development of INRIX. "We are thrilled to be partnering with Beat the Traffic – the clear leader in providing innovative, visually-striking 3D traffic reports to broadcast stations across the country – to provide customers with the most accurate traffic data possible to help ease their commutes."

Beat the Traffic is also deploying INRIX real-time traffic on its consumer site ([www.beatthetraffic.com](http://www.beatthetraffic.com)) with 25 markets live now and more coming soon.

**About INRIX**

INRIX® is the leading provider of accurate real-time, historical and predictive traffic information in North America and Europe, with over 55 customers and industry partners including TomTom, MapQuest, Microsoft, Clear Channel Radio's Total Traffic Network, TeleNav, I-95 Corridor Coalition, Tele Atlas, deCarta, ITIS Holdings, Mio, Navigon, TCS, Telmap, ANWB, ARC Transistance, and TNO. INRIX delivers the highest quality data and broadest coverage available for personal navigation, mapping, telematics and other location-based service applications in the

car, online and on mobile devices. INRIX Traffic Services leverage sophisticated statistical analysis techniques, originally developed by Microsoft Research, to aggregate and enhance traffic-related information from hundreds of public and private sources, including traditional road sensors and the company's unique network of over 800,000 GPS-enabled vehicles and cellular probes. INRIX delivers traffic information today for over 100 markets in North America and via ARC Transistance for 16 European countries. To experience the traffic technology revolution behind the next generation of navigation and location-based service applications, visit [www.inrix.com](http://www.inrix.com).

**About Beat the Traffic®**

Based in Campbell, CA, Triangle Software LLC d/b/a Beat the Traffic® is the fastest-growing provider of vehicle traffic reporting solutions for broadcast media. The award-winning solution features 3-D, high-definition animated maps, compelling on-air, on-line and mobile components, lower-third tickers and a one-of-a-kind traffic forecasting system. Acclaimed for its visually-striking graphics, simple setup and user-friendly interface, Beat the Traffic® received the Television Broadcast magazine's Top Innovation Award at the annual NAB trade show. The station-specific, artist-enhanced viewer presentation incorporates industry-leading traffic data providing the highest accuracy and broadest coverage. Triangle Software is a National Science Foundation funded early innovator in traffic prediction and presentation science.

For more information, please visit [www.trianglesoftware.com](http://www.trianglesoftware.com) and [www.beatthetraffic.com](http://www.beatthetraffic.com).

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