

**FOR IMMEDIATE RELEASE**

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**KABB Fox 29 helps San Antonio Beat the Traffic®**

*KABB debuts 3-D on-air traffic reports to pinpoint delays and predict travel times*

**San Antonio, Texas and Campbell, California January 22, 2007** – San Antonio drivers lose over 30 million hours a year due to traffic, according to the Texas Transportation Institute. KABB Fox 29 is helping San Antonio drivers plan their days and reduce time stuck in traffic using its new Beat the Traffic® reporting system. KABB is using Beat the Traffic's patented technology to create animated 3-D traffic maps showing real-time traffic speeds, incidents and travel times during traffic segments on its Fox News First morning show and on-line at [www.kabb.com](http://www.kabb.com).

KABB viewers are the first in San Antonio to view these unique, up-to-the-minute traffic reports to better plan their commute and travel. Brilliant, easy to understand maps, icons and real-time traffic speeds provide a high-impact overview of regional road conditions, while allowing KABB reporters to “fly” into traffic hotspots or highlight late-breaking news.

“Traffic is a serious and growing problem in San Antonio, where we are in constant debate over pending toll roads as well as gas taxes and growth in general. There’s no doubt traffic costs our area millions in lost productivity,” notes KABB News Director Greg Koelfgen. “Our viewers rely on Fox News First and our evening newscast FOX News at Nine for breaking traffic news and reliable, innovative traffic reports. “

“Our new Beat the Traffic® system allows us to produce dynamic, high-value traffic segments that give our viewers the information they need to make smart decisions, such as what time to leave or what route to take. The system allows our reporters to focus in on local areas to pinpoint traffic news or exceptional events. Beat the Traffic has unique features – like visually-striking 3D animated maps and landmarks, up-to-the-minute traffic flows and current and forecasted travel times. It is flexible and easy to use to allow our reporters to update and customize each segment based on the latest news.”

“We are proud to help KABB serve its viewers and the San Antonio market”, says Andre Gueziec, President and CEO of Triangle Software, LLC, makers of the Beat the Traffic® software. “We are supporting KABB’s innovative traffic reporting with the highest-quality traffic data and a system that allows their traffic team to quickly create compelling, customized traffic reports. We are confident that Fox 29 News First viewers will appreciate the dynamic, high-definition traffic graphics and benefit from the accurate travel times, incident information and forecasts.”

#### **About KABB**

KABB-TV is a Sinclair Broadcast Group station with a devotion to community involvement. KABB went on the air in December 1987 as an independent station. The station affiliated with the FOX network in January of 1995 and then launched its first newscast, now a one-hour program known as FOX News at Nine, in March 1995. The station launched its three-hour morning newscast, FOX News First in January 2006.

#### **About Beat the Traffic®**

Based in Campbell, CA, Triangle Software LLC d.b.a. Beat the Traffic® offers an award-winning solution for the broadcast of automobile traffic reports, featuring three-dimensional animated maps, consistent on-air and on-line components, lower-third tickers and a one-of-a-kind traffic forecasting system. For more information, please visit [www.trianglesoftware.com](http://www.trianglesoftware.com), or [www.beatthetraffic.com](http://www.beatthetraffic.com).

The Beat the Traffic® technology is protected by U.S. Patents Nos. 6,989,765, 7,161,487 and 7,221,287 and additional patents pending.

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