



KFSN Television

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ABC 30 and abc30.com to Provide More High-Tech Help for Fresno Commuters with 3-D HD Traffic Reports

Enhanced Beat the Traffic® System Debuts in October

(FRESNO) –ABC 30/KFSN-TV and abc30.com have reached a new agreement to bring Beat the Traffic®'s new traffic reporting system to the station's viewers and website users. Beat the Traffic®, a traffic solution used by ABC 30 since 2006, is designed to significantly help Fresno drivers ease their daily commute. The latest enhancements -- debuting at ABC 30 and abc30.com shortly after Oct. 1 -- include a dynamic 3-D HD perspective of roads and highways displaying current traffic conditions throughout the Central Valley.

The new traffic reports in 1080i High Definition are part of ABC 30's ongoing commitment to offer the Fresno audience the best real-time, data-driven traffic information each weekday morning. ABC 30 will be using the dynamic graphics now available through the Beat the Traffic® system to report significant traffic incidents in Fresno, Visalia, Merced and other local cities.

For more information about Beat the Traffic®, please contact Andre Gueziec at (408) 777-6600 and visit www.beatthetraffic.com and www.trianglesoftware.com. For more information on ABC 30 traffic coverage or other ABC 30 News related items, please contact Tracey Watkowski at Tracey.Watkowski@abc.com.