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## TIME WARNER CABLE CHOOSES BEAT THE TRAFFIC® FOR NY1 NEWS

*'Beat the Traffic launched on-air in New York'*

New York, NY - (June 9, 2010) Time Warner Cable's [NY1 News](#) channel unveiled a unique new traffic reporting solution from [Beat the Traffic®](#). NY1 News's new traffic reporting solution provides real time traffic flow, speed data, road conditions and point to point trip times in an easy to understand 3D animated presentation. The new system provides comprehensive coverage of highway and surface road traffic in the greater New York metropolitan area for NY1's Rail and Road Report seen during the morning and evening rush hour.

**"Beat the Traffic ® reinforces our commitment to community coverage,"** says Bernie Han, NY1 News Director. "As the leader in around-the-clock coverage of news, we're now better equipped to provide an easy to read and animated overview traffic map, to report on inbound and outbound river crossings, beach traffic for the weekends, etc. The viewers will also love the easy to follow 3D graphic experience."

New York ranks 2<sup>nd</sup> in the nation for traffic delays according to the 2009 Urban Mobility Report. New York City commuters spend a total of 380 million hours per year stuck in traffic with a total cost to the community of about \$8.2 billion. NY1's new traffic reporting system intuitively visualizes the current speed of traffic at each relevant location, making it an essential tool for commuters seeking a faster and more economical route.

"We are extremely pleased to expand our partnership with Time Warner Cable in New York City, providing relief to the millions of commuters in the New York Metro area," said Andre Gueziec, President & CEO of Triangle Software, the company that operates the **Beat the Traffic®** system. "This is the seventh city where Time Warner Cable has deployed our vehicle traffic reporting system, and we are delighted to work closely with their teams on creating an award-winning user experience."

"We also chose Beat the Traffic® for our YNN (Your News Now) news channels in Albany, Buffalo, Rochester and Syracuse, as well as News 8 Austin and for our Los Angeles traffic channel" said Time Warner Cable Regional Vice President Steve Paulus. "Time Warner Cable has a strong presence in each of these markets and our investment in Beat the Traffic has made our news channels even more indispensable to

our subscribers. Beat the Traffic technicians were also very helpful in deploying the solution, as well as training and supporting our team.”

### **About Time Warner Cable**

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located in five geographic areas – New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at [www.timewarnercable.com](http://www.timewarnercable.com), [www.twcbc.com](http://www.twcbc.com), and [www.twcm mediasales.com](http://www.twcm mediasales.com).

### **About Beat the Traffic®**

Based in Santa Clara, CA, Triangle Software LLC d/b/a Beat the Traffic® is the fastest-growing provider of vehicle traffic reporting solutions. Acclaimed for its visually-striking graphics, simple setup and user-friendly interface, Beat the Traffic® received the TVTechnology STAR Award as well as Television Broadcast magazine’s Top Innovation Award. Triangle Software is a National Science Foundation funded early innovator in traffic prediction and presentation science. For more information please contact Andre Gueziec at (408) 777-6522 or visit [www.beatthetraffic.com](http://www.beatthetraffic.com) or [www.trianglesoftware.com](http://www.trianglesoftware.com). The Beat the Traffic® technology is protected by U.S. Patents Nos. 6,989,765, 7,161,497, 7,221,287, 7,375,649, 7,508,321, 7,557,730, 7,610,145, and 7,702,452. Visit our [youtube.com/beatthetraffic](https://youtube.com/beatthetraffic) channel and follow us on Twitter at [twitter.com/btt3d](https://twitter.com/btt3d).

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