



WPBF TV 25 Gets You Ready to Beat the Traffic Feb 5

Local TV traffic reports to use cutting-edge technology and 3-D imagery to assist daily commuters

WEST PALM BEACH, Fla. (YN) - WPBF News

25 is helping drivers plan their day and reduce time stuck in traffic using its new Beat the Traffic® reporting system. WPBF TV 25, the ABC affiliate in West Palm Beach, and WPBF.com will introduce its Beat the Traffic® patented technology to create animated 3-D maps showing real-time traffic speeds, incidents and travel times during traffic segments on its WPBF News 25 morning and early evening newscasts beginning this month.

WPBF viewers are the first in the West Palm Beach market 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 major highways and local street conditions, while allowing WPBF reporters to “fly” into traffic hotspots or highlight breaking news.

“Our new and exclusive 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,” said WPBF News Director Joseph Coscia. “The system allows our traffic reporter to focus in on local areas to pinpoint traffic news or exceptional events.”

WPBF Beat the Traffic® on WPBF News 25 and WPBF.com will launch later this month.

Beat the Traffic® is quickly becoming one of the most sought after traffic monitoring systems in the United States. Its forecasting capability is praised by local, national and international media including ABC World News Tonight, The Economist, New Scientist Magazine, and the Science Channel. Beat the Traffic® received Television Broadcast magazine’s Top Innovation award at the 2007 NAB trade show.

Watch WPBF’s Beat The Traffic® reports weekdays on WPBF TV 25:

5 – 7 a.m. WPBF News 25 Mornings

7 – 9 a.m. During ABC Good Morning America

4 – 4:30 p.m. WPBF Weather First at 4:00

5 – 5:30 p.m. WPBF News 25 at 5 p.m.

6 – 6:30 p.m. WPBF News 25 at 6 p.m.