



FOR IMMEDIATE RELEASE

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Beat the Traffic® Introduces Improved My Traffic Service

(Santa Clara, CA) – Beat the Traffic® has rolled out an improved version of its subscription [My Traffic](#) service. BeatTheTraffic.com is a website that provides real time information about traffic in metropolitan areas. Users have free access to basic features, while creation of a My Traffic account gives them access to a much larger set of features.

Basic services for the site include a live traffic map, which displays color coded routes based on the speed of traffic. The map also provides indications of construction, accidents and other delays, along with corresponding information. Also included are live traffic camera views, known drive times along major routes and live incident reports.

While the basic service is useful, commuters will find the My Traffic service comes with some very helpful tools. My Traffic allows users to create personalized routes; this includes drive times, incident reports and cameras shown for a specific route. This takes the guesswork out of commuting and enables commuters to plan for delays and find an alternate route if necessary. My Traffic also has a 7-day traffic forecast that will allow users to plan ahead, especially for upcoming events such as construction projects. The forecast feature allows users to avoid traffic problems ahead of time and plan alternate routes to avoid these. In addition, commuters will have a list of traffic cameras and incident reports specific to your route, instead of having to find each on a larger map. Users can also create a list of favorites, rather than having to individually locate a camera out of the 4500 that Beat the Traffic® has available. My Traffic can also be configured to send email updates, and on the go, My Traffic can even send updates to a mobile phone via SMS.

My traffic provides an excellent way to get all the traffic data for a specific route. Now, all the data is in one place, right at everyone's fingertips. Having live information takes all the guesswork out of deciding a route. Now commuters can easily plan which way to take. My Traffic offers a [2 week free trial](#) to anyone who is interested in trying out the service. During this time, users get full access to all features and have a chance to decide if they would like to subscribe to the service. For those who wish to subscribe, the service is easily affordable at a yearly rate of \$19.95.

Let Beat the Traffic® Get You There!

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 Television Broadcast magazine's NAB 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) 877-6600 and visit www.beatthetraffic.com and 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 and 7,610,145.