Beat the Traffic(R) to release REALSPEEDS feature on iPhone App

Beat the Traffic has announced the introduction of REALSPEEDS(TM) to its acclaimed iPhone Apps.

(Vocus/PRWEB)January 06, 2011 -- Beat the Traffic, the fastest-growing provider of vehicle traffic reporting solutions, has announced the introduction of REALSPEEDS(TM) to its acclaimed iPhone Apps. Powered by Beat the Traffic's proprietary technology, REALSPEEDS displays the average speed of vehicle traffic on the most traveled highways in over 110 cities in the USA and Canada. Previously limited to broadcast television viewers and desktop users, REALSPEEDS will now be available on the go, as part of the newest release of Beat the Traffic for iPhone. The app with the new feature has already been approved for release on the App Store, and is currently in the hands of a few select users.

"Beat the Traffic is committed to delivering a world class driver experience. Our goal is to save drivers time and money by providing the most accurate and complete information for their daily commutes." says Andre Gueziec, President & CEO of Triangle Software LLC who runs Beat the Traffic. "With the introduction of REALSPEEDS, Beat the Traffic is the only app in its category to provide this level of detail on a portable device."

Currently in limited release for the iOS, Beat the Traffic plans to make REALSPEEDS available on BlackBerry and Android later this year.

Key Data Points
- Beat the Traffic's apps were downloaded more than 800,000 times
- Median monthly time spent using the Beat the Traffic App: 52 minutes
- Business model: A free Ad-supported application, complemented with $3.99 or $4.99 Apps (which display no ads), all with capabilities to test-drive personalized My Traffic features, and pay $19.95 for a full year or unlimited access
- Beat the Traffic runs natively on iPhone, iPad, Androidand BlackBerryand is available for white label co-branded opportunities.

"I love checking the route before I leave... better than my navigation!" says Christine H.

"BTT is a great time saver. I can select the right route NOW!!!" says Randy B.

"Honestly one of the most useful apps on my phone," says Stephanie S.

"My all time favorite app on iPhone and iPad," says Phil C.

"Love your app. I find it better and more correct than the Maps app on my iPhone. Plus all the other features," says Linda G

"This is part of my daily ritual before I leave the house. Can't drive until I know which route to take for work," says Jenny B.

About Beat the Traffic®

Based in Santa Clara, CA, 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. Beat the Traffic® mobile applications are available for iPhone, iPad, Blackberry, and Android devices.

Visit our youtube.com/beatthetraffic channel and follow us on Twitter at twitter.com/btt3d.

About Triangle Software
Triangle Software is the parent company of Beat the Traffic®, and a National Science Foundation funded early innovator in traffic prediction and presentation science. For more information visit us at 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, 7,610,145 and 7,702,452.

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