

RealTraffic™ 2.0

From Westwood One® and Metro Networks®

Powered by MAPTUIT®



Grow Reader Loyalty

Increase Page Views

Increase Ad Revenue

Differentiate from your Competition



The Fastest Way To Increase Your Web Traffic

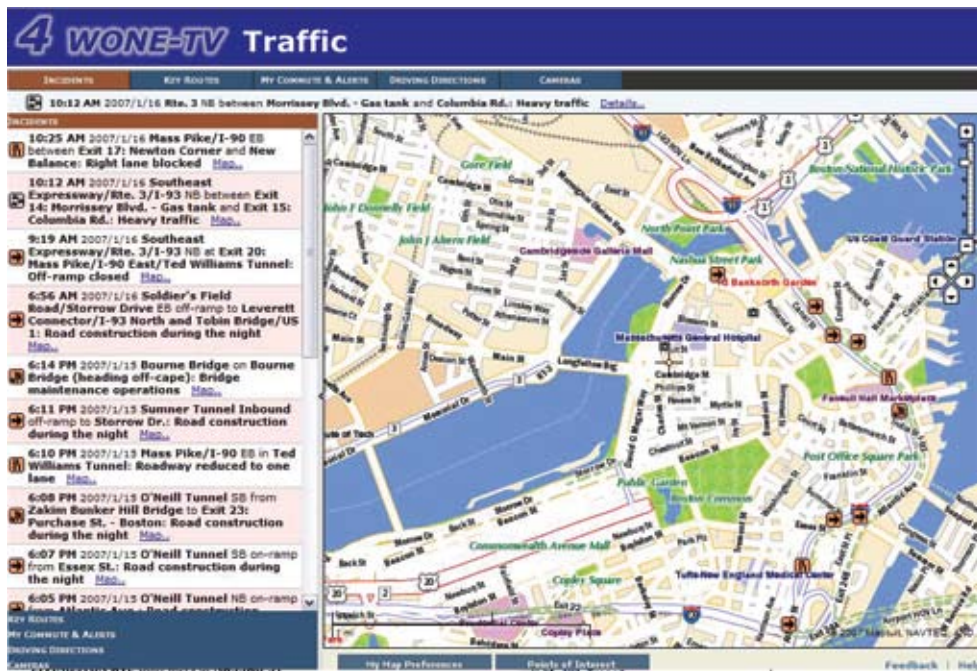
The Road to Increasing Your Online Traffic

RealTraffic™ 2.0 is the leading real-time traffic system brought to you by Westwood One and Metro Networks, designed for local media clients and commuters. The application delivers a simple and intuitive user interface, and is powered by Maptuit, the nation's leading provider of mapping and navigation solutions. Real-time traffic is automatically updated every few minutes through our local network of traffic reporting centers, providing users with the most current, timely and accurate traffic incident, construction and highway speed information available.

RealTraffic provides interactive full-color, street-level maps displaying traffic conditions for over 100 major markets and door-to-door directions throughout North America.

Simple and Intuitive User Interface

- Full Color, Street-Level Traffic Maps
- Roadway Speed & Traffic Flow Maps
- Key Route Congestion & Delay Times
- MyCommute - Personal Traffic Page
- Email and Mobile Traffic Alerts
- Driving Directions - Integrated with Traffic/Alternate Routes
- Live Traffic Cameras
- Points-of-Interest



MyCommute™

Personal Traffic Reports for Your On-line & Mobile Users

Your web readers log into "MyCommute™", a personalized account to enter locations such as "work" and "home", and define trips and travel times. If a traffic incident occurs that impacts their route, a notification is sent via text message or e-mail, summarizing the incident. As conditions change every few minutes, your visitors will keep coming back for more, without ever leaving your site. MyCommute is the only dynamic and real-time feature of its kind that provides subscribers with the information they need the most, when it matters the most.

MyCommute and Alerts

- Users can create and save multiple routes / trips
- Personal traffic page displaying door-to-door route
- Configure Email and mobile alerts
- Alerts are based on all routes comprising commute

Key Routes

- Presents congestion and delay times for major routes
- Can be configured by affiliate

Driving Directions

- Door-to-door driving directions
- Address or landmark entry tool
- Integrated with traffic incident reports
- Find routes which avoid incidents
- Find alternate routes
- Driving direction printouts include affiliate logo

Cameras

- 2000+ cameras nationwide
- Display on map
- Text list of cameras
- Static cameras & streaming video

Traffic Ticker

- Highlights major incidents

Incidents

Detailed event information

My Map Preferences

- Display traffic cameras
- Display roadway speeds
- Filter incident types

Points of Interest

- Gas station
- Shopping
- Airports
- Food
- Lodging
- Things to do

Maptuit is a registered trademark in the United States, and Maptuit, RealTraffic, MyCommute and other names or logos identifying the services are trademarks or service marks of Maptuit Corporation. C B M R T 0 0 1 0 7

Contact Us

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