



For immediate release

TrafficLand Digital Helicopter™ with 3D Traffic™ Takes TV Reporting to New Heights at 2010 NAB Show

New TrafficLand products for broadcast news operations combine latest geospatial mapping technologies with live video and 3D animation

Las Vegas, Nevada, April 9, 2010--**TrafficLand®**, the largest authorized aggregator of live traffic video in the U.S., announced today the availability of a new suite of products developed for TV reporting. Created with input from experienced traffic anchors, 3D Traffic™ uses state-of-the-art geospatial mapping, 3D animation and real-time streaming video to create virtual 'flights' that give broadcast viewers a helicopter-like view into the traffic stories taking place in real-time.

3D Traffic™ features an intuitive interface that addresses the need to quickly locate and queue up video from real-time events as they happen. News producers and traffic reporters can adjust flight altitude, viewing angle, flyover speed and zoom-in wherever the traffic or other news story is taking place.

"We are thrilled to introduce these extraordinary new products for TV news reporting at the National Association of Broadcasters Show. Whether the news is about traffic, or any other location-based incident, TrafficLand's Digital Helicopter with 3D Traffic™ gives news operations quick-response tools to 'fly' viewers to traffic and news locations in an exciting new way," said Lawrence Nelson, CEO of TrafficLand.

Metro Traffic, a Westwood One Company, is the exclusive representative of TrafficLand products and services to the broadcast industry. TrafficLand is demonstrating its entire line of broadcast products at the 2010 NAB Show, in the Metro Traffic booth number SU 1708, including: 3D Traffic™, Broadcast 3.0, a video management tool that enables traffic and news production operations to search, set-up and broadcast real-time video from TrafficLand's network of over 8,000 roadside traffic cameras nationwide; TrafficLand Web Embed featuring interactive maps and local market traffic camera video; and Traffic on the Go™, a new mobile Web application developed for broadcast affiliates.

About TrafficLand

TrafficLand is the largest authorized aggregator and distributor of live traffic video in the U.S. with over 8,000 traffic cameras, in more than 200 cities on its network. The company works with state and local Departments of Transportation (DOTs) in the majority of top MSAs across the U.S. to provide traffic camera video hosting, network integration and video quality monitoring services. TrafficLand uses its patent-pending **Image Engine**™ technology to provide single-source access to live traffic video through its national network. Video formats vary to support mobile applications, traveler information websites, TV broadcasts, first responders and traffic management. TrafficLand services include its public website (**www.TrafficLand.com**), designed to help drivers avoid traffic congestion with free access to thousands of cameras; and the **TrafficLand Video Distribution System**

(<http://corporate.trafficland.com/services/publicSafety.html>), a dedicated service for DOTs and public safety agencies to aid traffic management and emergency response. TrafficLand also provides a local or national XML feed for access to bandwidth-efficient traffic video for **broadcast traffic reporting, media websites, navigation devices and applications, and mobile applications.**

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