



TOTAL TRAFFIC & WEATHER NETWORK PARTNERS WITH VIZRT TO LAUNCH T3 – TOTAL TRAFFIC TELEVISION: AN ADVANCED TRAFFIC PRESENTATION SYSTEM FOR TELEVISION NEWSROOMS

The New Technology Pairs TTWN's Industry-Leading, Real-Time Traffic Data with Vizrt's Real-Time 3D Maps, Graphics and Video Creating a Seamless Solution for Enhanced Traffic Reporting

New York, NY – April 9, 2015 – Total Traffic & Weather Network (TTWN) along with Vizrt, the leading provider of production tools for the digital media industry, today announce the launch of *T3 – Total Traffic Television*, a new advanced traffic system for television broadcasters. The innovative technology pairs TTWN's award-winning real-time traffic incident and flow data, with Vizrt's 3D graphics and video software, to create a seamless integrated workflow for unrivaled traffic reporting. TTWN and Vizrt will debut the new traffic solution at the National Association of Broadcasters (NAB) show on April 13-16 in booth SL2417.

To create *T3 – Total Traffic Television*, TTWN's robust traffic data, a network of 800 professional traffic reporters and producers across more than 120 U.S. metropolitan areas, is integrated with Vizrt's Viz World 3D mapping system and Viz Engine, a real-time graphics system. The new solution creates an interactive application allowing Traffic Reporters to display different map views with traffic flows, specific incidents, video and social media interactions. The solution also has the ability to create travel routes displaying current travel times and alternative routes. The result is a robust playlist of up-to-date traffic content with intuitive on-screen controls that allow Traffic Reporters to quickly present up-to-the-minute traffic information to viewers in a visually appealing way. .

"*T3 – Total Traffic Television* is about traffic story telling, not just traffic reporting," said Kevin Loftus, Senior Vice President of Operations for Total Traffic & Weather Network. "This new technology is specifically designed by traffic experts to provide television newsrooms with a turn-key workflow system able to present the most accurate local traffic information in a more visually enriched way."

Designed to maximize newsroom workflow efficiency, *T3 – Total Traffic Television* integrates TTWN's data into a newsroom's daily production allowing Traffic Reporters to select maps, traffic flows and incidents from templates within the native newsroom control system. The traffic maps and full-screen graphics become part of the news content playlist for on-air use. T3 also works on Viz Engine-powered touchscreens in the studio and is fully integrated with Viz Ticker for constant live traffic updates.

"Traffic touches the lives of every American and this integrated solution combines the power of TTWN's robust traffic information with the peerless visual capabilities of Vizrt. The result, is an easy to use traffic presentation which can be quickly implemented into existing newsroom control systems," said Petter Ole Jakobsen, Vizrt CTO.

Total Traffic & Weather Network

"This product is an innovative new solution for traffic reporting," said Alice Jacobs, Vice President of News and Local Programming for WSVN, 7 News. "As the number one morning newscast in South Florida, the ability to deliver the most accurate, up-to-the-minute traffic reports is crucial. WSVN has successfully partnered with Total Traffic and Weather Network for more than 20 years to deliver traffic information to our viewers, and the new T3 product will let us do that in a more visually compelling way. We are excited to take WSVN's traffic reporting capabilities to the next level."

T3 - Total Traffic Television will be on display at the Vizrt booth (SL2417) during the NAB Show April 13-16. For a private demonstration, please contact Mike Haake at 214-596-2310 or MikeHaake@TTWnetwork.com.

About Total Traffic & Weather Network:

Total Traffic & Weather Network (TTWN) is the leading provider of traffic, transit and weather information in the United States. TTWN reaches a monthly audience of more than 196 million across more than 200 markets, expanding its portfolio to include localized weather information such as surf and heat index reports as well as new sponsorship opportunities. With services to over 3,000 radio and 200 television affiliates plus automotive, navigation, internet, mobile and government partners, Total Traffic & Weather Network operates the largest traffic data gathering network, staffed with over 800 local traffic reporters, in the United States, Canada and Mexico. For more information visit <http://www.ttwnetwork.com>.

About Vizrt:

Vizrt provides real-time 3D graphics, studio automation, sports analysis and asset management tools for the media and entertainment industry. This includes interactive and virtual solutions, animations, maps, weather, video editing, compositing, and playout tools. Vizrt has customers in more than 100 countries worldwide including CNN, CBS, Fox, BBC, BSkyB, Al Jazeera, NDR, ITN, ZDF, Star TV, Network 18, TV Today, CCTV, NHK, and the list keeps growing. Vizrt has nearly 600 employees and operates in 40 offices worldwide.

Vizrt is a privately owned company by Nordic Capital Fund VIII. For further information please refer to www.vizrt.com.

###

Media Contact:

Jennifer Savage
Director, Communications and Marketing
Total Traffic & Weather Network
419-351-5145
JenniferSavage@iheartmedia.com

Sales Contact:

Mike Haake
Senior Vice President, Affiliate Sales
Total Traffic & Weather Network
214.596.2310
MikeHaake@TTWnetwork.com