



New service tackles the problem of traffic congestion.

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Long Beach, CA (PRWEB) September 25, 2003 -- This week **Know Traffic** (www.knowtraffic.com) introduced a service that promises to make life easier for California commuters. **Know Traffic** delivers custom tailored traffic alerts in real-time to drivers' cellular phones.

Congestion is one of California's largest problems. By 2020, drivers in Southern California are expected to spend 70 percent of their time in stop-and-go traffic, as compared to 56 percent now, according to the Southern California Association of Governments.

More than ever commuters need accurate and timely information about the areas they travel to make informed decisions as road conditions change. Radio reports can only summarize a large region and occur only a few times an hour. Internet reports are only accurate when they are checked before the commuter is already in traffic. Until now there has not been a solution which targets people in a specific location and alerts them as road conditions change.

Know Traffic has solved this problem through an innovative solution that combines the power of the Internet with the existing cellular phone services to contact cellular subscribers on an individual basis to alert them about conditions on the roadways they are traveling.

Know Traffic uses data from the California Department of Transportation and Highway patrol to monitor every accident and every slowdown across the state of California. The system then compares this data against the times and routes of subscribers to deliver alerts directly to cellular phones as text messages.

Commuting in the Bay Area was always the worst part of my day. Said Greg Retkowski, Know Traffic founder. It really lowers quality of life to sit in stop-and-go traffic for hours a day. It is my goal to help Californians spend more time with their friends and families by spending less time stuck in traffic.

Kristi Bain, of Ventura says about Know Traffic Commuting used to be miserable, but now I have more time to enjoy the sun, sand, and surf that makes California unique!

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KnowTraffic.COM is a service of Raging Network Services Inc, which was founded in 1999 and specializes in network, systems, and software integration. For more information visit <http://www.knowtraffic.com/>, email press@knowtraffic.com or call Greg Retkowski at 408-455-3913.



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Online Web 2.0 Version

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