Real-time traffic reports are now an easy-to-deliver, dynamic segment with StoryTeller. With integrated, best in class traffic information, broadcasters can create up-to-the-minute stories with insight into travel conditions and delays. Enhance your reports with a variety of viewer-focused – and viewer-reported traffic information with StoryTeller Traffic Solutions.

TruTraffic TV Graphics System
Broadcast the most realistic traffic maps in the industry with the TruTraffic TV HD Graphics System. Create both 2D and 3D traffic scenes complete with traffic overlays and integrated AccuWeather data to build weather environments. Completely customizable to fit your station's style. Plus, with interactive social media tools, you can interact with viewers and commuters.

Designed specifically for top markets, TruTraffic features include, but are not limited to:
- **NEW:** Routing and Alternate Route features give you the technology to guide your viewers around the traffic
- **NEW:** Geolocation of Facebook and Twitter posts allow improved interaction with viewers for real-time reports and commentary
- Provides radar, current weather and driving conditions, forecast weather conditions, traffic predictions, and weather environment features
- Accurate expert traffic data powered by United States Traffic Network (USTN) Traffic Operations
- Stand-alone system compatible with your StoryTeller Interactive Touchscreen Solution

DriveCast for StoryTeller
Designed for 40+ markets, DriveCast is StoryTeller’s own proprietary traffic application. It brings interactive, state-of-the-art traffic data and 2D graphics to your on-air broadcast. Utilizing USTN’s traffic data, you have access to local and regional traffic coverage and highly-accurate incident reports. Easily present traffic flows, construction zones and accident information. In just a touch, connect to more detailed incident information or access live traffic coverage through a large network of cameras, where available. Plus, you can customize the graphics to fit your station’s style.

Global Reach
Used in newsrooms across five continents, as well as stations in 14 of the top 15 U.S. markets and reaching over 300 million people globally, StoryTeller delivers the next generation of traffic reporting and much more. It is the only complete, interactive touchscreen solution for the entire news presentation and is simple, seamless and straightforward for anyone to use.