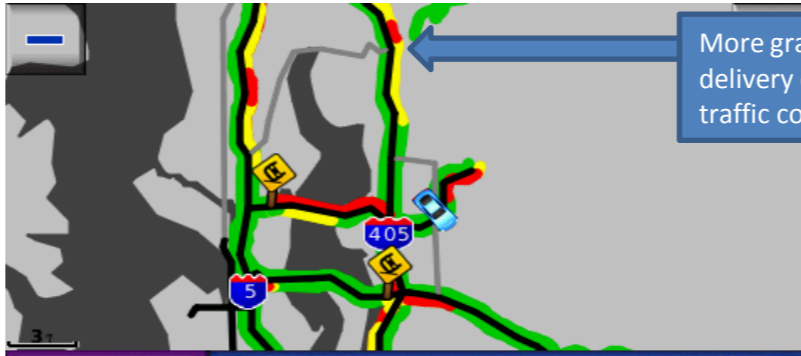
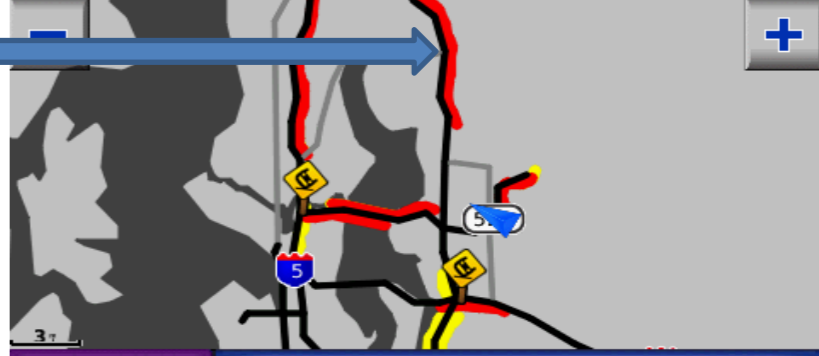
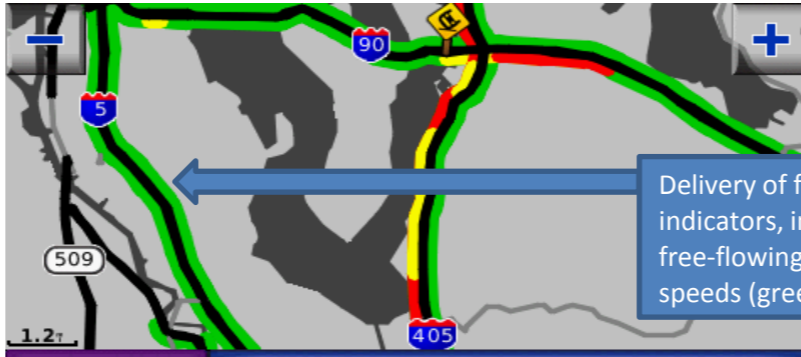





- High Severity - traffic is heavily congested or stopped
- Medium Severity - traffic is a bit congested
- Low Severity - traffic flowing normally

MSN DIRECT SMART TRAFFIC COMPETITIVE ADVANTAGE

MSN DIRECT	RDS-TMC
 <p style="text-align: center; color: blue; font-weight: bold;">More granular delivery of local traffic conditions</p>	
 <p style="text-align: center; color: blue; font-weight: bold;">Delivery of full flow indicators, including free-flowing road speeds (green)</p>	

(Images taken at the same traffic times & locations)

	MSN Direct	OTHER (RDS-TMC)
TRAFFIC		
Network Capacity	15 x network capacity for delivering information MSN Direct bandwidth is 10.5 Kbps without overhead	1/15 network capacity for delivery of information RDS delivers 0.673 Kbps without overhead, but only ~100bps is available for traffic
Traffic Feature	More Complete and Comprehensive Comprehensive road speed and flow information Comprehensive, detailed indication of red, yellow, and green traffic conditions	Less complete and Comprehensive Limited road speed and flow information Less detailed indication of yellow/red conditions, no green or free flowing speed data available
Coverage*	Broadcasting to customers in 134 metropolitan areas in U.S. and Canada	Broadcasting to customers in ~106 metropolitan areas in U.S. and Canada
OTHER CONTENT SERVICES		
WEATHER (Doppler weather maps, forecast, 369 NA cities)	YES	Limited, only as it relates to traffic (e.g. chains required)
GAS PRICES (Prices, info for 85,726+ US Gas stations)	YES	Not available
SEND TO GPS (Deliver destinations wirelessly)	YES	Not available
STOCK QUOTES (940+ stock and indices symbols)	YES	Not available
MOVIE TIMES (Theater Info for 3,185+ cinemas)	YES	Not available
LOCAL EVENTS (Sports, music, exhibits and more)	YES	Not available
NEWS HEADLINES (Top stories, Breaking news)	YES	Not available
FLIGHT STATUS (Arrival, departure, & flight status information)	YES	Not available
SUBSCRIPTION PRICING	\$49.95/year or \$129.95 one time	\$60.00/year

*IMPORTANT: To receive MSN Direct on a MSN Direct-ready-device, you must be within a MSN Direct coverage area; see www.msndirect.com for current coverage maps. Coverage areas are affected by reception limitations of the FM network as well as other factors, which may affect the ability to receive FM broadcasts. Coverage areas are subject to change. Not all content is available in all coverage areas.