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## **NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

### **Image Sensing Systems Announces First Large Asian Order**

**Saint Paul, Minn., February 24, 1997--** Image Sensing Systems, Inc. (NASDAQ/Small Cap: [ISNS](#)) a maker of video-based traffic management systems, announced today an order from its Korean distributor, KIA Information Systems Company, Ltd. KIA was awarded the Olympic Road Project in Seoul, South Korea. This multi-phase freeway application running from the airport to downtown Seoul will initially include 17 two-camera Autoscope systems, ISS's cornerstone product. The \$267,500 order is the first large order received from an Asia-Pacific customer. Delivery is anticipated during the first quarter of 1997.

Dr. Spiro G. Voglis, President and CEO said, "This order is a milestone for ISS. It took four trips and a lot of hard work by a team of sales, technical and administrative people to land this order. Although we now have many prospects throughout southeast Asia, this initial large sale will always be remembered."

ISS develops and markets products using video image processing technology for use in advanced traffic management systems and traffic data collection to reduce congestion and improve roadway planning. Also known as machine vision or artificial vision, video image processing uses video cameras and computers to emulate the function of the human eye and is used in a variety of industrial applications. ISS has combined its proprietary machine vision technology, consisting of complex algorithms, software, and special purpose hardware, with commercially available computer hardware and video cameras to create a system that collects, processes, and analyzes video images.

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