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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Key Autoscope Project Win in Houston

Saint Paul, Minn., July 17, 1997--Image Sensing Systems, Inc. (NASDAQ/Small Cap: [ISNS](#)) and Econolite Control Products, Inc. of Anaheim, Calif., announce an important project win in Houston, Texas.

The project calls for 29 Autoscope systems and 83 image sensors to provide department officials key traffic data for the heavily-traveled I-610 loop around Houston. With this project, the Houston area system will have a total of 44 Autoscope systems and 125 image sensors.

The Autoscope system will provide Houston transportation officials real-time traffic data such as vehicle counts and speeds. Officials believe this data will help increase driver mobility and safety through traffic monitoring and incident detection.

"This is an extremely important project for our team," said Lisa Dumke, director of global sales and marketing at ISS. "The Autoscope system's reliability and accuracy are the reasons Texas transportation officials selected Autoscope for their visionary project," Dumke said.

To meet the rigorous requirements for the project, Autoscope had to demonstrate consistent count accuracy of 95 percent or better on a per lane basis. "We passed with flying colors," Dumke said. "The Autoscope system's accuracy and reliability prove how far the Autoscope technology has advanced," she added.

The Autoscope wide area video vehicle detection system provides non-intrusive vehicle detection through machine vision. Autoscope allows users to place virtual detectors on a video display, rather than physically placing the detectors on the roadway pavement, providing flexible detector placement. The Autoscope system overcomes the maintenance and reliability concerns of conventional loop technology and provides detection regardless of pavement conditions or weather.

The Autoscope system is ideal for intersections, freeways, bridges, and tunnels. With more than 1,500 installations using more than 5,000 image sensors worldwide, Autoscope is the recognized leader of machine vision solutions for advanced traffic control.

Econolite Control Products, Inc. manufactures and distributes the Autoscope system in North America. Image Sensing Systems, Inc. is the research and development company behind the Autoscope technology. The company distributes the Autoscope system outside North America through various strategic partners.

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