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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems' Autoscope Technology to be Used in Naples, Italy for Data Collection

Saint Paul, Minn., November 5, 1999-- Image sensing systems, Inc. (Nasdaq: ISNS – news), a maker of video-based traffic management systems, and Self-Sime s.r.l., announced today that the Autoscope SOLO™ was chosen for the Atena intersection project in Naples, Italy. This project will initially consist of 70 Autoscope SOLO sensors and will be the largest installation of SOLO technology in Europe thus far.

Bill Russell, President and CEO of Image Sensing Systems, said, "The Solo system was selected after extensive evaluation of competing technologies, including vision, loop, and microwave systems. It is extremely gratifying to be recognized as the solution for this important centralized data gathering system within Naples."

Self-Sime s.r.l., the exclusive distributor of Image Sensing Systems' products in Italy, is a manufacturer of electronic components and software systems used for traffic control. They have an extensive network of sales offices throughout Italy and manufacturing facilities in Northern Italy.

Image Sensing Systems' Autoscope wide area video vehicle detection system collects a broad range of traffic data including volume, speed, roadway occupancy, headways, ramp queue lengths, and vehicle classifications. ISS has more than 2,800 Autoscope systems installed in 30 countries around the world, including a large number of U.S. sites.

Based in St. Paul, Minn., Image Sensing Systems, Inc. is the world leader in products applying video imaging technology for implementation in advanced traffic management systems (ATMS), freeway incident detection, and traffic data collection to help reduce traffic congestion and improve roadway planning. The Company's cornerstone Autoscope products provide traffic managers the means to reduce roadway congestion, improve roadway planning, and increase cost efficiencies. The Company is particularly suited to provide technical solutions to the emerging ITS market worldwide.

For more information, contact Bill Russell, President & CEO of Image Sensing Systems, Inc., 651-603-7700, or Karen J. Snedeker of Swenson NHB Investor Relations, 612-344-1000. National Toll Free Number 888-642-1955 for Image Sensing Systems.

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