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## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

## **Image Sensing Systems, Inc. to Supply Autoscope Technology for Internet-based Communication Center**

**Saint Paul, Minn., January 11, 2000** — Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) announced today that it has received from ADDCO, Inc. an order for the supply of the Autoscope® wide area video vehicle detection system for the Duluth Traffic Operation Communication Center (TOCC) project of Minnesota Department of Transportation (Mn/DOT). ADDCO, Inc. is the prime contractor and system integrator of the Duluth TOCC project.

Autoscope sensors will be used for freeway and tunnel traffic monitoring and for wrong-way travel detection. Traffic engineers will be able to access from remote locations Autoscope output, along with other data, over the World Wide Web as a part of an innovative concept called Virtual Traffic Operation Center (VTOC). This will allow traffic operation, maintenance, and public safety personnel to access critical information to provide service to travelers 24 hours a day, 7 days a week, even during severe winter storm conditions. Bill Russell, President and CEO of ISS, commented, "We are delighted to be a partner and a member of the team developing this innovative and pioneering VTOC concept of Mn/DOT and ADDCO that will take advantage of the capabilities of the Internet."

Based in Saint Paul, Minnesota, 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, along with its subsidiary, Flow Traffic Ltd., is particularly suited to provide technical solutions to the emerging ITS market worldwide.

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 classification. ISS has more than 2,800 Autoscope systems installed in 30 countries around the world, including a large number of U.S. sites.

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**Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995:** *This report contains "forward-looking statements" made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. There are certain factors that could cause results to differ materially from those anticipated by some of the statements made, as listed in the Company's 1998 Annual Form 10-KSB.*