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## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

## **Image Sensing Systems' "CAM VAN" to Travel Across North America**

**Saint Paul, Minn. — February 7, 2000** — Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) announced today that its demonstration and research vehicle, the Cam Van, will travel across North America over the next two years. Econolite Control Products, Inc., ISS's North American marketer and producer of the Autoscope technology, will operate the vehicle that will provide live on-the-street demonstration and hands on evaluation of the technology for transportation officials across the continent.

The Cam Van has been custom built for ISS by the leading producer of TV remote studio vehicles and is fully instrumented with the latest Autoscope® 2004 and Autoscope Solo™ systems. It is a fully self-contained vehicle including power, pneumatic mast (52ft raised height), pan tilt and zoom cameras, individual computer systems for each of the Solo and 2004 cameras and seating for four. It has been designed as a multipurpose vehicle that will be used as a rolling research laboratory, remote data collector, and hands-on demonstration vehicle, as well as being prominently displayed at transportation conferences throughout the year. The Cam Van demonstrates leading edge detection technology and will be continuously updated with Intelligent Transportation Systems (ITS) related technologies.

Econolite has developed a travel schedule and routing that will reach both potential and current users of Autoscope with this year's travel schedule lasting through November. During the year, the Cam Van will make appearances at national transportation conferences including ITS America in Boston, ITE in Nashville, Transpo2000 in Orlando, IMSA in Lexington, Kentucky, along with several regional conferences.

Bill Russell, Chairman and CEO of ISS, said, "The ISS Cam Van provides an excellent opportunity to further develop the rapidly expanding market for our machine vision products by allowing customers to

witness, in real time, the effectiveness and multiple uses of our technology. It also provides a research platform unlike any that exists in our industry as well as, quite literally, a vehicle for bringing Intelligent Transportation Systems directly to transportation practitioners and consumers. I believe that this investment will be extremely cost effective and productive.”

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.

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 is particularly suited to provide technical solutions to the emerging ITS market worldwide.

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