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NEWS RELEASE

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FOR IMMEDIATE RELEASE

IMAGE SENSING SYSTEMS, INC. ANNOUNCES STRATEGIC ALLIANCE FOR INTEGRATED GLOBAL TRAFFIC AND FIRE DETECTION APPLICATIONS

SAINT PAUL, Minn. — May 15, 2001 — Image Sensing Systems, Inc. (ISS) (Nasdaq SmallCap: ISNS) market leading developer and manufacturer of video-based traffic management systems and global distributor of wireless video and data transmission systems, announced today that it has entered into an agreement with Det-Tronics (Detector Electronics Corporation), a leading international supplier of fire and gas detection solutions, to develop an integrated vehicular traffic and fire detection system to add to its Autoscope® product family.

Announcement of the agreement between Image Sensing Systems, Inc. and Det-Tronics coincides with the initial demonstration of the new video-based flame detection system at the 2001 NFPA (National Fire Protection Association) World Fire Safety Congress and Exhibition, held at the Anaheim (CA) Convention Center from 13-17 May 2001. The new combined traffic and flame detection product is based upon the ISS Autoscope Solo Pro™ that has received much recent sales success, since its market introduction in January 2001.

Bill Russell, ISS Chairman and CEO said, "The strategic alliance with Det-Tronics permits us to offer Autoscope's proven video vehicle detection system with a highly desired flame detection capability for automatic incident detection and surveillance in roadway and railway tunnels, where we can now provide fully automated remote video detection and visual verification of tunnel fires very early in the life of the fire, permitting early notification of a potentially life-threatening event with minimal false alarm rates. This development will no doubt save many lives in the future."

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Image Sensing Systems, Inc. and Det-Tronics Alliance

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“The alliance with Image Sensing Systems, Inc. will provide Det-Tronics with a truly unique video-based system to automate the early detection of flame for a variety of applications and markets, and we have a very exciting future together,” says Jerry Slocum, President of Detector Electronics.

Det-Tronics headquarters are located in Minneapolis (MN), with over 25 years of experience in flame and gas detection. The firm’s systems protect high hazard applications ranging from offshore oil platforms to the B-2 bomber, to thousands of miles of gas pipelines to token booths in New York City’s subway system. Det-Tronics is a wholly owned company of Kidde plc.

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 also offers a suite of products that provide wireless transmission of video, data and audio in a variety of markets. 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.

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 2000 Annual Form 10-KSB.

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