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## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

## **Latest Autoscope<sup>®</sup> Software Introduces the Autoscope Wizard and the TLS Protocol**

**Saint Paul, Minn., November 3, 2003**--Image Sensing Systems, Inc. (ISS) (NASDAQ Small Cap: ISNS) announced today that the Autoscope<sup>®</sup> Software Suite version 7.00 is now shipping with its Autoscope video vehicle detection products. This latest software release contains two significant new features that are expected to greatly enhance and further expand the market for Autoscope products. These new features are the Autoscope WIZARD and the TLS Protocol.

The Autoscope WIZARD automates setup and configuration for intersection control, stop-line detection applications, while retaining the ability of system customization for unique applications. The WIZARD minimizes the opportunity for operator error, reduces training requirements and ensures the same time-proven Autoscope detection accuracy and reliability that customers have always received. The WIZARD was developed in close cooperation with ISS' strategic North American partner Econolite Control Products, Inc. to provide customers with a "virtual Autoscope Guru" to save time and enhance intersection control results with high detection accuracy and performance consistent with that of the most experienced Autoscope technicians.

Craig Anderson, VP Marketing and Technical Services commented, "Customers, and ultimately the driving public, will benefit from the Autoscope WIZARD. It greatly simplifies setup which will encourage further widespread deployment of the Autoscope system for the efficient movement of traffic via actuated signal control."

The TLS Protocol is a standard communications protocol for the German transportation market and has been adopted by various neighboring countries as well. These authorities will now find it

easier to integrate Autoscope with their local transportation systems paving the way for additional Autoscope deployment in Europe.

Graham Heywood, Image Sensing Systems Europe Managing Director said today, "The development of a TLS protocol option for our world leading Autoscope product line continues our journey forward replacing old and environmentally unfriendly loop based products with modern, flexible methods of loop replacement. The TLS is used extensively in Germany, Austria and Switzerland and is expected to be favoured in the Far East where open standard protocols are being specified."

Headquartered in St. Paul, Minnesota, Image Sensing Systems, Inc. combines expertise in image processing, hardware and software engineering, and communications to develop video vehicle detection systems for traffic management and control applications. The Autoscope vehicle detection system is the world leader in video detection for advanced traffic management systems for highways, tunnel incident detection, intersection control, and traffic data collection. The Autoscope system provides traffic managers the means to reduce roadway congestion, improve roadway planning, and improve cost efficiencies.

**Safe Harbor Statement:** Statements made in this release concerning the Company's or management's intentions, expectations, or predictions about future results or events are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current expectations or beliefs, and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Factors that could produce such a variation include, but are not limited to, the following: the inherent unreliability of earnings, revenue and cash flow predictions due to numerous factors, many of which are beyond the Company's control; developments in the demand for the Company's products and services; relationships with the Company's major customers and suppliers; unanticipated delays, costs and expenses inherent in the development and marketing of new products and services; the impact of governmental laws and regulations; and competitive factors. Our forward-looking statements speak only as of the time made, and we assume no obligation to publicly update any such statements. Additional information concerning these and other factors that could cause actual results and events to differ materially from the Company's current expectations are contained in the Company's Form 10-KSB for the year ended December 31, 2002.

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