



500 Spruce Tree Centre
1600 University Avenue West
St. Paul, Minnesota 55104-3825 USA
651.603.7700 Fax: 651.603.7795
www.imagesensing.com

NEWS RELEASE

**Contacts: Craig A. Anderson, Vice President Marketing & Technical Services
Image Sensing Systems, Inc. Phone: 651.603.7700**

FOR IMMEDIATE RELEASE

Autoscope® Installation over the Suez Canal in Egypt

Saint Paul, Minn., November 11, 2003--Image Sensing Systems, Inc. (ISS) (NASDAQ Small Cap: ISNS) announced today that it has been awarded a contract to supply the Autoscope® video vehicle detection system for the El Qantara Bridge over the Suez Canal in Egypt. ISS' local partner, Industrial Engineering Company, based in Cairo, Egypt, has been given the responsibility to install and commission the system which includes fourteen Autoscope Solo® Pro cameras. Located along the bridge structure, the Autoscope system will provide enhanced safety and security for vehicle traffic crossing over the canal.

Graham Heywood, Image Sensing Systems Europe Managing Director said today, "We are gaining considerable expertise throughout Europe and the Middle East with the Autoscope Incident Detection system based around our Solo Pro and RackVision products. The bridge project in Egypt, over the Suez Canal, is a perfect example where our Autoscope system has been chosen because of reliability and accuracy of vehicle detection."

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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