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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Announces New Autoscope® Euro Card Products

Saint Paul, Minn., March 30, 2004--Image Sensing Systems, Inc. (ISS) (NASDAQ Small Cap: ISNS) announced today that it has added more Euro card products to its Autoscope® product line; the Autoscope Atlas™, the Autoscope RackVision System-4, and the Autoscope RackVision System-16.

The Autoscope Atlas video vehicle detection system is a two-camera video detection solution in a 3U x 160mm card format to fit detector racks. The Atlas vehicle detection processor, initially available only in Europe, will be used to provide vehicle presence detection for intersection control.

The Autoscope RackVision System-4 and -16 provide a sub-rack assembly to house up to 4 or 16 RackVision Euro cards. These sub-rack assemblies provide a fully integrated rack, custom backplane, power supply, video output mux, and slots for up to 4 or 16 RackVision cards.

Graham Heywood, Managing Director of ISS European Operations commented, *"The Autoscope RackVision product, introduced at TRAFFEX last year, has proved very popular with customers throughout Europe. Eight tunnels have benefited from the deployment of this product.*

Atlas extends the use of our Autoscope technology into a two-camera single card design, ideally suited for intersection control, providing a professional and reliable video detection product to replace old fashioned and unreliable copper loops. Many traffic control systems, such as SCOOT, now use Autoscope to provide virtual loops as part of the system configuration."

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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