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## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

### **RTMS® G4™ to Support Traffic Management at 2010 Winter Olympics**

**Saint Paul, Minn., February 4, 2010--** Image Sensing Systems, Inc. (NASDAQ: ISNS), world leading developer of Intelligent Transportation Systems (ITS) computer-enabled detection and traffic control technology, announced today that it has provided RTMS G4 radars for the purpose of traffic management on the Sea to Sky Highway for the 2010 Winter Olympic Games in Vancouver, Canada. The Sea to Sky Highway rises from the Strait of Georgia to Whistler Mountain where many Olympic events are to be held. Miller-Capilano is responsible for the operation of the highway and will use RTMS G4 to monitor traffic conditions, display speed-map representation of the highway and determine travel time for commuters.

Tom Cloutier, Assistant Operations Manager of Miller-Capilano said, "We needed a solution that was not intrusive to our highway operations. ISS was able to provide us with a proven solution that was cost effective and non-intrusive. It's wireless component and accurate traffic reporting, in conjunction with the management software assured that we have the information for our operations and we can provide traveler information to third parties for the commuters."

#### **About Image Sensing**

Image Sensing Systems, Inc. is a technology company focused in infrastructure productivity improvement through the development of software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent overlapping markets. ISS' industry leading computer-enabled detection (CED) products, including the Autoscope® machine-vision family and the RTMS® radar family, combine embedded software signal processing with sophisticated sensing technologies for use in transportation, environmental and safety/surveillance management. CED is a group of technologies in which software, rather than humans, examines the outputs of complex sensors to determine what is happening in the field of view in real-time. With more than 100,000 instances sold in over 60 countries worldwide, our depth of experience coupled with breadth of product portfolio uniquely positions us to provide powerful hybrid technology solutions and to exploit the convergence of the traffic, security and environmental management markets. We are headquartered in St. Paul, Minnesota. Visit us on the web at [imagesensing.com](http://imagesensing.com).

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