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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems introduces Autoscope Encore, the next generation of video detection solutions

St. Paul, MN, Apr. 5, 2011—Image Sensing Systems, Inc. (ISS) (NASDAQ: ISNS), and partner Econolite are pleased to announce the introduction of Autoscope® *ENCORE*™, the next generation of Autoscope multitasking video solutions, providing reliable, comprehensive traffic information necessary for the most demanding intelligent transportation systems (ITS). The Autoscope *ENCORE* introduction marks 20 years of the successful partnership between ISS and Econolite. Autoscope *ENCORE* products will be primarily sold in the North American market, for which Econolite is the exclusive marketing partner for ISS.

“Autoscope *ENCORE* builds upon all of the legendary features of its Autoscope predecessors, making it a powerful ITS solution,” said Ken Aubrey, President and CEO of Image Sensing Systems, Inc. “By simplifying installation and leveraging a new high-integrity enclosure design, Autoscope *ENCORE* represents an environmentally secure video detection platform upgrade, providing convenient integration with virtually any network while at the same time reducing overall visual obtrusiveness.”

ENCORE sensors feature a unique lens aperture as part of a newly designed housing assembly that provides the best video detection possible in all weather and lighting conditions while reducing unit weight and end-to-end footprint by nearly 50 percent.

A true multitasking video detection solution, Autoscope *ENCORE* features improved network capability and security, comprehensive data collection, robust tools and personalized technical support for ease of setup and configuration, and software development tools to achieve efficiencies and seamlessly integrate with other ITS systems. These features and improvements offer unparalleled control, security, and immediate data and video access.

“As a pioneering force in transportation technology, the Econolite-ISS partnership continues to identify and address the burgeoning need in the ITS industry for automated multitasking detection tools,” said Econolite CEO Mike Doyle. “We are proud to play a key role in firmly establishing Autoscope as the technology leader.”

Autoscope *ENCORE* ITS Solutions were introduced at the ITE (Institute of Transportation Engineers) 2011 Technical Conference this week.

About Image Sensing

Image Sensing Systems, Inc. is a provider of software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent markets including security, police and parking. We have sold more than 120,000 units of our industry leading Autoscope® machine-vision, RTMS® radar and CitySync automatic number plate recognition (ANPR) products in over 60 countries worldwide. The depth of our experience coupled with the breadth of our 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.

About Econolite

In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic controllers (NEMA & ATC/2070), *Centracs*® and *Aries*® Advanced Transportation Management Systems (ATMS), *Autoscope*® video vehicle detection systems, arterial systems masters, vehicle and pedestrian signals, traffic control cabinets, data collection and management systems (*DCMS.2*), *StrongPoint*® communications network security systems, Intelligent Intersection™ technology, and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that reduce traveler time, ease congestion, enhance transit operations, provide safer mobility, and improve quality of life. For more information about Econolite, visit www.econolitegroup.com.

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