



For Immediate Release

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Econolite Introduces Autoscope *Terra*, A New Generation of Video Detection Solutions

Anaheim, CA, March 22, 2007—Econolite and partner Image Sensing Systems, Inc. (NASDAQ: ISNS) are pleased to introduce Autoscope® *Terra*™, a new generation of advanced and easy-to-use Autoscope video detection solutions. A myriad of significant technology advances make this one of the most sophisticated traffic video detection products in the world. Collectively, these exciting innovations are being marketed as *Terra* Technology.

Jeff Spinazze, Senior Vice President Sales & Product Management for Econolite comments, “Since 1991 Autoscope has led the market in video detection accuracy and robustness. Autoscope *Terra* Technology vaults us ahead even further, allowing us to provide our valued customers with very easy-to-use, industry-leading solutions.”

Autoscope *Terra* simplifies installation, setup, monitoring and operation, while at the same time boosting processing power for transportation solutions. All of this is made possible by leveraging the Autoscope’s proven detection algorithms with a leading edge dual-core DSP and logic processor. Each Autoscope *Terra* system includes Ethernet connectivity, streaming MPEG-4 video, a web-based software interface and a host of other valuable features.

“Autoscope *Terra* Technology is a major breakthrough which exceeds the processing power and flexibility required for applications in the markets we serve,” said Jim Murdakes, Image Sensing Systems’ Chairman and CEO. “We continue to push the envelope to give customers better service and the Autoscope *Terra* product family, based on state-of-the-art imaging processor technology, is a good example of that.”

The Autoscope family of products empowers transportation professionals to reduce congestion, improve traffic flow, and promote safety for intersections, highways, bridges and tunnels worldwide. As a result, travel delays are reduced, delivery time of goods to market is shortened, and air quality is improved.

Autoscope *Terra* products will be introduced at the following events: Institute of Transportation Engineers—ITE in San Diego, CA, (March 26-28), Traffex in Birmingham, UK (April 17-19) and Intelligent Transportation Society of America-ITSA in Palm Springs, CA (June 4-6).

In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic management products and systems, including advanced traffic controllers (NEMA and ATC/2070), Aries®, icons® and PYRAMIDS™ - traffic management systems, Autoscope® video vehicle detection systems, arterial system masters, vehicle and pedestrian signals, traffic control cabinets, Data Collection and Management Services (DCMS), 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. <http://www.econolite.com>

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