



## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

## **Image Sensing Systems introduces Autoscope *Terra*, a New Generation of Video Detection Solutions**

**Saint Paul, MN, March 22, 2007**—Image Sensing Systems, Inc. (NASDAQ: ISNS) and partner Econolite are pleased to introduce Autoscope® *Terra*™, a new generation of 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.

“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 technology, is a good example of that.”

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.

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.”

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).

Headquartered in St. Paul, Minnesota, Image Sensing Systems, Inc. combines expertise in image processing, hardware and software engineering, and communications to develop Autoscope® video detection systems for advanced traffic management and control applications. With equipment supplied for over 50,000 cameras in more than 55 countries, we are a global leader in video detection for management and safety systems for highways, bridges, tunnels and intersections. Autoscope products provide

transportation managers the means to reduce roadway congestion, improve safety and security, gain cost efficiencies and assist in roadway planning. <http://imagesensing.com>

**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, 2005.

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