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NEWS RELEASE

FOR IMMEDIATE RELEASE

Autoscope® Selected for Hong Kong Journey Time System

St. Paul, MN, Mar. 16, 2009-- Image Sensing Systems, Inc. (NASDAQ: ISNS), world leading developer of Intelligent Transportation Systems (ITS) computer-enabled detection and traffic control technology, announced today the Hong Kong Transport Department has selected the Autoscope video vehicle detection system for expansion of the Journey Time Indication System.

The Hong Kong system displays estimated travel times in real-time at key diversion points in the roadway, allowing drivers to select the optimal cross harbor routes to and from Kowloon peninsula and Hong Kong Island. The travel time data is calculated through a sophisticated algorithm using traffic data detected by the Autoscope system. Overhead roadway signs clearly display the estimated times making it convenient and safe for route selection. The new expansion includes 20 units of Autoscope Solo® Terra, increasing the total deployment of Autoscope in this application to 41 units.

Johan Billow, Managing Director of Flow Traffic Ltd., ISS' wholly owned Hong Kong-based subsidiary, commented, "We were very pleased Autoscope has yet again been chosen for an important contract in Hong Kong. The consistently accurate and reliable performance of our system has already been proven for several years in the first stage of this Journey Time project. The continued use of Autoscope tells us that we have managed to satisfy the very stringent requirements of this city."

About Image Sensing Systems

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 90,000 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.

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