



For immediate release

TrafficLand Launches Live Traffic Video Application on Bing Maps

Fairfax, Virginia, December 9, 2009--**TrafficLand®**, the largest authorized aggregator of live traffic video in the U.S., announced its selection by Microsoft Corp. as the provider of live traffic video in the U.S. for Bing Maps (<http://www.bing.com/maps>). TrafficLand developed a Microsoft Silverlight application for use within Bing Maps to display live traffic video from thousands of cameras showing real-time traffic, weather conditions and major news events. In addition, the TrafficLand application gives Bing Maps customers' access to "Top Local Cameras." This feature displays the most viewed cameras from TrafficLand.com, and serves as an indicator of important events (traffic/news/weather) that are of interest to customers.

"Microsoft is very excited to have TrafficLand's innovative live traffic video application incorporated into its Bing Maps offering," said Lori Stock, senior product manager for Bing Maps at Microsoft. "TrafficLand's national live traffic video will be a major benefit to customers of Bing Maps for helping visualize real-time traffic conditions and the impact of severe weather or other emergency incidents."

"We are very pleased to have been selected as a provider of live traffic video by Microsoft for their Bing Maps platform," said TrafficLand CEO and Founder Lawrence Nelson. "Our unique capabilities to offer live traffic video in a variety of formats that can be easily customized for the Web and other platforms, while maintaining reliability during high load situations, have made TrafficLand the top choice for consumer, business and government location-based navigation and information solutions."

About TrafficLand

TrafficLand is the largest authorized aggregator and distributor of live traffic video in the U.S. The company works with state and local Departments of Transportation (DOTs) in the majority of top MSAs across the U.S. providing traffic camera video hosting, network integration and video quality monitoring services. TrafficLand uses its patent-pending **Image Engine™** technology to provide single-source access to live traffic video from its national network. Video

formats vary to support mobile applications, traveler information websites, TV broadcasts, first responders and traffic management. TrafficLand services include its public website (www.trafficland.com), designed to help drivers avoid traffic congestion with free access to thousands of cameras; and the **TrafficLand Video Distribution System** (<http://corporate.trafficland.com/services/publicSafety.html>), a dedicated service for DOTs and public safety agencies to aid traffic management and emergency response. TrafficLand also provides a local or national XML feed for access to bandwidth-efficient traffic video for **broadcast traffic reporting, media websites, navigation devices and applications, and mobile applications.**

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