

For immediate release

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Kevin Barron Joins TrafficLand

Washington, D.C.—Kevin M. Barron, former Virginia Department of Transportation Director of Intelligent Transportation Systems, has joined TrafficLand, Inc. as Director of Government Programs and has opened a new office location for the company in Richmond, Virginia.

In his new role, Mr. Barron is responsible for developing the government sector market for TrafficLand, focusing on applications to support highway and transit operations, critical infrastructure security, first responder operations, and homeland security.

“Kevin Barron has built a solid record of accomplishment during his ten years with VDOT,” said TrafficLand President and CEO Larry Nelson. “We are delighted to have him join the company and help bring the numerous benefits of traffic viewing networks to federal, state and local government agencies.”

TrafficLand operates a streaming video traffic and public safety service in the Washington, D.C. metropolitan area designed to help government officials monitor traffic, assess road conditions and respond to emergency situations. The system utilizes an in-place infrastructure of over 240 roadside closed circuit video cameras across the region, helping governments to better inform motorists, to respond quickly and efficiently to accidents and related incidents, and to plan and coordinate regional response for heightened homeland defense.

"I am pleased at the opportunity to help improve the safety and security of the nation's transportation system," Barron said. "TrafficLand has developed a program that allows those in the transportation and public safety communities to improve their operations through the use of state-of-the-art video networks."

Mr. Barron's role at VDOT has included the policy, planning and business-related activities of the Smart Travel transportation/operations technology program. Earlier, he held positions with Apogee Research of Bethesda, MD and Reese Communications. Mr. Barron holds undergraduate and graduate degrees from Virginia Tech.

TrafficLand, based in Fairfax, Virginia, brings together the experience and talents of a team of leading video technology, software, network integration and transportation systems businesses that have proven ability to analyze, design and implement all aspects of video distribution systems, including: video acquisition, encoding, transmission, monitoring, integration and control. TrafficLand Team members have designed and implemented hundreds of video distribution systems worldwide, designing, manufacturing and integrating a wide variety of video hardware, software and communication formats. TrafficLand is a recent recipient of the 2003 Virginia Governor's Award for Public Private Partnerships. The company's website, www.trafficland.com, provides Washington metropolitan area commuters with a free streaming video traffic information service. The TrafficLand website receives over 400,000 hits per day.

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