



FOR IMMEDIATE RELEASE
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Detroit Area Traffic Camera Video Gains Wider Audience with TrafficLand

Expanded access provides commuters, public safety agencies
and media with real-time view of changing traffic conditions

Fairfax, VA —TrafficLand®, the largest, authorized aggregator of live traffic video, announced today an agreement with the Michigan Department of Transportation (MDOT) to develop an integrated statewide traffic video network to improve traveler information, public safety and DOT operations.

Under the agreement, TrafficLand has installed video upload equipment to integrate 162 MDOT traffic cameras in the Detroit metropolitan area into its network. TrafficLand is hosting the network video in a tier 1 data center and is able to provide real-time access to any MDOT operation center or public safety agency across the state. TrafficLand will also be feeding the video to MDOT's Web site, as well as its own site, www.trafficland.com, which provides real-time access to over 6,000 traffic cameras, in over 60 markets worldwide.

The Detroit metro area cameras are located along Interstates 275, 695, 75, 94 and 96, and along State Routes 10, 39 and 59. Plans call for traffic cameras located in Grand Rapids and other areas across Michigan to be added to the network.

"Public/private partnerships enhance our existing programs for delivering real-time information to the public and our key agency partners," said Greg Krueger, Statewide ITS Program Manager for the Michigan Department of Transportation. "This agreement will improve safety and promote mobility on our vast network."

"We're very pleased to help MDOT increase access to live video from its traffic cameras for commuters and first responders across Michigan," said Lawrence Nelson, Founder and CEO of TrafficLand. "From fender benders to emergency situations, greater access to traffic cameras can help the driving public make more informed travel decisions and improve emergency response outcomes."

TrafficLand is also making its Video Distribution System™ (VDS) available to local first responders and media. The service provides more robust access, additional features and a secure interface.

About TrafficLand, Inc.

TrafficLand has developed patent-pending technology to enable reliable distribution of thousands of CCTV (closed circuit television) video feeds from multiple Departments of Transportation camera networks. The company aggregates and broadcasts live traffic video via the Internet, and through its media partners. To aid emergency response and incident management, first responders and federal emergency management agencies can access an enhanced traffic video application through a single, secure interface called TrafficLand Video Distribution System™ (VDS). For more information about TrafficLand, please visit <http://corporate.trafficland.com>

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