



**FOR IMMEDIATE RELEASE
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New York tests energy and environmental benefit of greater public access to live traffic video

Roadside cameras statewide to be integrated
in video-based traffic information network for commuters

Fairfax, VA —TrafficLand®, the largest, authorized aggregator of live traffic video announced today an agreement with the New York State Energy Research and Development Authority (NYSERDA) to conduct a one-year investigation into the energy and environmental benefits from improving the delivery of traffic video information to the public.

With co-funding made available from the New York State Department of Transportation (NYSDOT), the project involves integration of more than 300 traffic cameras, located throughout the state, into a single video network. Live video from the cameras will be made available to commuters via multiple media channels, including Internet Web sites, TV broadcasts and mobile devices.

The NYSDOT cameras included in the study are located across the state in Albany, Buffalo, Long Island, Lower Hudson Valley, Manhattan, Painted Post, Rochester and Syracuse.

“Providing motorists with real-time information on traffic and road conditions leads to more informed travel decisions on where, when and how to travel,” said Lawrence Nelson, Founder and CEO of TrafficLand. “In addition to helping commuters make more efficient use of the highway system, it will provide NYSDOT with a more robust, statewide network to support maintenance, operations, public safety and emergency management on a local, regional and statewide basis.”

“The ability to access live traffic and road conditions will allow motorists to increase their vehicle efficiency and reduce overall vehicle miles traveled, a goal of Governor Paterson’s Renewable Energy Taskforce Report,” said Robert G. Callender, NYSEDA Vice President for Programs. “NYSEDA is proud to have collaborated with NYSDOT and TrafficLand in demonstrating this technology through the next year.”

Under the agreement, TrafficLand's TVISN™ (Transportation Video Information Sharing Network) will be installed at NYSDOT Traffic Management Centers to increase available video update rates and expand access to the public, first responders, media and others.

Video from the NYSDOT cameras will also be available to commuters on TrafficLand's Web site, www.trafficland.com, which provides real-time access to more than 6,000 traffic cameras, in over 60 markets worldwide.

TrafficLand.com uses Google Maps to display camera locations along local roadways. Web site users click camera icons to view live video and they can customize and save camera displays showing frequently traveled routes and receive live images via email. Access to NYSDOT traffic cameras by Web-enabled cell phones, BlackBerry's and other Smartphone devices is also available through the company's AirVideo™ service.

TrafficLand is also making its Video Distribution System™ (VDS) available to local first responders (<http://corporate.trafficland.com/services/publicSafety.html>) and media (<http://corporate.trafficland.com/services/broadcast.html>.) 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>

About NYSERDA:

NYSERDA uses innovation and technology to solve some of New York's most difficult energy and environmental problems in ways that improve the State's economy. To learn more ways to save energy, visit www.nyserda.org or call 1-866-NYSERDA.

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