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New System Delivers Live Video Scene Assessment to Northern Virginia First Responders

Fairfax, VA--First responders delivering life-saving emergency services along Northern Virginia's busiest interstates will now benefit from a newly launched real-time video distribution system (VDS) service. The Virginia Department of Transportation (VDOT) and TrafficLand, Inc., a private, Fairfax, VA-based company, announced that the innovative new capability is available on a subscription basis to police, fire and rescue, emergency management and other public safety entities.

"In a major highway emergency, every minute saved can mean the difference between life and death," said TrafficLand President Larry Nelson. "TrafficLand's VDS service gives first responders an immediate visual means of assessing roadway conditions and emergency situations, helping them to respond most effectively. VDS will help VDOT communicate better information about traffic flow and road conditions and public safety officials send the right equipment and personnel to accidents, hazardous material spills, and other incidents."

The VDS service delivers streaming video from 75 cameras located on I-66, I-95 and I-395 in Northern Virginia. TrafficLand technology upgrades these cameras to refresh at 20 to 30 frames per second, giving officials the ability to select live action pictures for assessing road conditions and emergency situations across the region. Current plans also call for the VDS system to be expanded to include hundreds of cameras on major Washington, D.C. and suburban Maryland roadways, making the nation's capital the first large metropolitan area served by a streaming video public safety service.

The TrafficLand solution incorporates application software, servers and video signal encoders. TrafficLand's video compression and low bandwidth, IP-based transmission technology, coupled with the open source server programming language, called PHP, allows content to be updated quickly and inexpensively as additional cameras and enhancements are added. This unique approach enables TrafficLand to repackage and distribute traffic video, in scalable applications, for multiple user groups and mass audiences.

"A few minutes can mean the difference between life and death in a traffic accident. The VDS system has been placed in our fire and police dispatch center to help make quicker, more accurate identifications about incident locations," said Master Police Officer Bill Knost of the Fairfax County Police.

“This innovative public/private partnership is just one more way VDOT is leveraging existing network infrastructure and advanced technology to bring important new services to our citizens,” said (VDOT SPOKESPERSON TO BE NAMED) “VDS will help police, fire and other personnel assess incidents faster and steer clear of traffic congestion that could otherwise impede the delivery of life-saving services.”

VDOT awarded TrafficLand a multi-million contract in January 2003 to implement and operate the VDS service over a three-year period. A second, multi-million contract awarded by VDOT to TrafficLand in August 2003 covers the implementation of VDS on a state-wide basis.

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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