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For immediate release

TrafficLand Introduces Real-Time Video Image Quality Monitoring Service

New feature can identify traffic camera video anomalies within minutes

Fairfax, VA—The TrafficLand Company, based in Fairfax, VA, will demonstrate its new Image Quality Monitoring service at the ITS America 2006 Annual Meeting & Exposition, May 7-9 in Philadelphia, PA.

Available as a value-added feature with TrafficLand's video acquisition, hosting, distribution and integration services for Departments of Transportation, this new capability automates the detection of video quality problems and helps reduce resources and time required to track, detect and correct video anomalies. The service, which is currently in Beta testing, monitors and analyzes each video source feed, categorizes its quality by multiple factors (including good video, black or no images, overexposed images, etc.) and stores the results for each detected occurrence by time period.

TrafficLand is a leading provider of live traffic video viewed by the public on web sites and mobile devices to avoid traffic congestion, and by first responders to aid emergency response and incident management. The company currently networks video from 12 cities and plans to include additional markets over the next 12 months.

The TrafficLand website (www.trafficland.com) provides free access to its live traffic camera viewing service, and offers users the ability to customize and save camera displays and view live camera images on web-enabled cell phones and PDAs including Blackberry and Treo models.

TrafficLand provides specialized, secure access through its Video Distribution System™, to first responders, transit agencies and emergency management organizations, to assist routine and emergency operations and improve regional mobility and public safety.

The new Image Quality Monitoring Service will be exhibited in booth number 257 during ITS America 2006.

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