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For immediate release

New service helps motorists avoid congestion with live cell phone views of traffic

Nearly 300 public traffic cameras across the Washington-Baltimore-Richmond region can be displayed on Web-enabled cellular phones.

The TrafficLand Company announced today it has launched a new service, called AirVideo™, that displays live views from hundreds of public traffic cameras on Web-enabled cellular phones. AirVideo service offers easy access to live traffic camera views, organized by area and route. Users can customize cell phone presentations of camera views to display commonly used roadways as well as alternative routes.

AirVideo is available by subscription to TrafficLand's My Roads Express™ service—a personalized traffic monitoring service for desktop computers that let's users store selected camera views and display them in groupings of up to 20 images at once. The computer desktop and cell phone services are designed to complement one another by letting users view live traffic images from virtually anywhere they can access the Web. More information about these services can be found at www.trafficland.com/airvideo.

"Why get caught in traffic congestion you can avoid?" asked TrafficLand President, Larry Nelson. "My Roads Express with AirVideo service gives any Web-enabled computer or cell phone user the ability to see traffic problems before heading out, and from the road, while there's still time to take alternative routes or change plans."

Since 2001, the TrafficLand Company has provided live traffic views over the Internet for free, via desktop computers with its www.trafficland.com Web site, which receives over 3.8 million page views per month. Today, The TrafficLand system utilizes an in-place infrastructure of nearly 300 public roadside closed circuit video cameras in Washington, D.C., Northern Virginia, suburban Maryland and areas around Baltimore, Annapolis, Richmond, the Chesapeake Bay Bridge and the I-81 Corridor to create a single traffic viewing network. The result is an easy to use Internet-based resource that allows motorists to spot traffic tie ups, accidents and congestion, and to assess road conditions in bad weather.

TrafficLand also provides specialized access, through its Video Distribution System™ (VDS), to first responders, transit agencies and emergency management

agencies to help improve routine and emergency operations – improving regional mobility and public safety. A partial list of organizations using the TrafficLand VDS™ Service includes: **Virginia State Police, Fairfax County Police and 911 Center, Federal Agencies, WTOP Radio, MetroNetworks, Mobility Technology, Virginia Emergency Operations Center Richmond, Metropolitan Police Department of Washington, DC, Washington Metropolitan Area Transit Authority (WMATA)**-- with more coming online every month.

TrafficLand services are the result of a public/private partnership between TrafficLand, Inc., a private, Fairfax, Virginia, based company and the Virginia Department of Transportation. This partnership has developed over time to include transportation departments in other jurisdictions and has become the first regional video distribution network in the United States.

For more information: please contact Larry Nelson at TrafficLand by calling 703-591-1933 or visiting the company's Web site, www.trafficland.com.



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