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For immediate release

Louisiana Traffic Video Goes Online with TrafficLand Network

Public safety and traveler information services will help commuters and first responders understand and navigate changing traffic conditions

Washington, DC—The TrafficLand Company, based in Fairfax, VA, has expanded its Internet-based traffic video network with the addition of 22 Louisiana Department of Transportation and Development (LADOTD) cameras. The cameras are located on Interstates 10 and 110 in the Baton Rouge metropolitan area.

The TrafficLand web site (www.TrafficLand.com), which displays the LADOTD cameras, helps the driving public avoid traffic congestion with online access to live traffic views on desktop computers and web-enabled cell phones and PDAs. The web site currently carries hundreds of live traffic camera views from a growing list of regions and metropolitan areas. TrafficLand.com offers users the ability to customize camera displays to monitor frequently traveled roads. TrafficLand also provides specialized access, through its Video Distribution System™, to first responders, transit agencies and emergency management organizations to assist routine and emergency operations – improving regional mobility and public safety.

“The expanded access provided by TrafficLand to live, area-wide traffic camera views during the public evacuation for Hurricane Katrina was extremely helpful to our citizens and first responders,” said Stephen Glascock, LADOTD Traffic Operations Administrator. “This innovative public/private partnership with TrafficLand is just one more way LADOTD is leveraging its existing network infrastructure and advanced technology to bring important new services to our community.”

“Easy access to live traffic camera views dramatically improves the ability of TrafficLand.com users to see conditions for themselves and gain ‘big picture’ understanding of traffic volumes, which helps them make more informed judgments about travel routes and departure times,” said TrafficLand President Larry Nelson. “On the public safety side, first responders using our network in other markets tell us that time saved locating and evaluating incidents has improved response times and outcomes.”

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