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For immediate release

Public access to live traffic video expands across Virginia

Web site providing live traffic views of Washington-Baltimore region adds Richmond and I-81 cameras to service offerings.

The Virginia Department of Transportation (VDOT) is expanding public access to highway cameras around the state. Access to 110 VDOT traffic cameras in Northern Virginia has been available to the public since 2001. Now, motorists in other parts of Virginia can get real-time traffic video of their roadways, via desktop computer, to help make more informed travel decisions.

Motorists can go to www.trafficland.com and view seven new cameras in the metropolitan Richmond area and 13 cameras on I-81 and I-64 in the Staunton District, as well as the 110 Northern Virginia cameras. By the end of the year, an additional seven cameras in the Richmond area and 200 cameras in the Hampton Roads region will also be available to the public.

In addition to the VDOT traffic cameras, Trafficland.com also displays cameras from the District of Columbia and suburban Maryland allowing motorists to view traffic across the greater Washington metropolitan area. Traffic camera views around Baltimore, Annapolis and the Chesapeake Bay Bridge are also available on the site. The TrafficLand Web site provides free access to live traffic views, one camera at a time, from over 300 public cameras and receives over 3.8 million page views per month.

Larry Nelson, President of the TrafficLand Company calls the increase in Virginia traffic cameras available on the public web site, "A clear indication that live traffic video, when it's easy to find and use, is valuable to the public as well as those responsible for public safety and transportation, and once people know about it, they want it in their area. Now, from Baltimore to Richmond, TrafficLand is meeting that demand."

Long a staple of highway infrastructure, traffic monitoring cameras have been deployed widely across the state to help improve traffic and incident management. In April 2001, VDOT formed a public-private partnership with TrafficLand, Inc., a Fairfax-based video networking company, to provide free public access to VDOT traffic cameras via the Internet from the company's Web site: www.trafficland.com.

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

The company plans to offer a wireless service in the next few weeks, called AirVideo™, which will display live traffic video images on Web-enabled cell phones.

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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