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For immediate release

New Hampton Roads Area Traffic Cameras Go Online with TrafficLand.com

Expanded coverage will help area commuters, public safety agencies and media gain real-time insight into changing traffic conditions

Hampton Roads, and Fairfax, VA — The Virginia Department of Transportation (VDOT) and TrafficLand, Inc., the largest, authorized aggregator of live traffic video, announced today an expansion of their traffic camera network video content and distribution agreement to add 29 traffic cameras in the Hampton Roads area.

The new VDOT cameras are located on I-64 from Military Highway west to I-664 at the Monitor Merrimac Bridge. The expansion brings the total number of VDOT real-time traffic cameras available online in the Hampton Roads area to 234. VDOT plans to add an additional 80 traffic cameras to the network in the coming months.

“VDOT’s vision for easy online access to real-time traffic video is one step closer to reality with the addition of these new cameras in Hampton Roads,” said TrafficLand president Lawrence Nelson. “The commitment and incredible cooperation of our VDOT partners has been the key to bringing this time-saving traffic information resource to commuters, first responders and other stakeholders across the state.”

“We’re pleased to work with TrafficLand in providing our expanded service to Hampton Roads residents,” said Stephany Hanshaw, facility manager of the Hampton Roads Smart Traffic Center. “Broadening our traffic camera system not only allows us to manage interstate traffic more effectively but it gives us the resources to provide better, more up-to-date information on traffic conditions to residents.”

The TrafficLand.com Web site uses interactive maps to show roadways and traffic camera locations. Web site users click on cameras to view live video streams that update once every few seconds. The service also features a continuously updating display of the 10 most viewed cameras in the selected geographic area, which typically shows locations with heavy traffic congestion or

accidents. The TrafficLand.com Web site also provides detailed weather information, localized to the camera or city selected by the user for real-time viewing.

About TrafficLand, Inc.

TrafficLand currently aggregates video from over 4,000 traffic cameras in more than 50 markets worldwide on its Web site, www.trafficland.com, and is currently used by local and national broadcast, print and interactive media operations. The company also provides traffic video content to state and local Departments of Transportation and other government Web sites. The company also offers specialized, private network services for first responders, law enforcement and others involved in public safety to aid emergency response and incident management.

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