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TrafficLand Awarded Patent for Image Engine® Video Serving Software

Proprietary technology addresses increasing demand for sustainable access to real-time traffic video for a growing variety of internet connected devices

Fairfax, Virginia, June 16, 2010--**TrafficLand®**, the largest authorized aggregator of live traffic video in America, announced today it has received a U.S. Patent for its Image Engine®, a system and method for multi-camera live video feed over a network . The video caching and serving software was developed by TrafficLand to significantly decrease video transmission costs and improve the timeliness and reliability of the millions of frames of traffic video the company serves daily from over 8,000 traffic cameras nationwide to its media partners, government agencies, daily commuters and others.

TrafficLand's Image Engine aggregates, standardizes and distributes real-time video from any number of cameras to millions of users simultaneously. The software also provides distribution control options for video size and refresh rates, which dramatically expand its availability across technology platforms.

During the record winter snowstorms in the mid-Atlantic region, TrafficLand's Image Engine demonstrated its ability to handle peak demands by serving billions of frames of live traffic video to public safety agencies, local and national media, drivers in the affected areas and concerned citizens nationwide.

“Other companies typically scrape traffic video without making the infrastructure investments TrafficLand has to be sure the video is available when it's needed, said Lawrence Nelson, CEO of TrafficLand. “Along with our patented Image Engine technology, what sets TrafficLand apart is that we put our own equipment in DOT centers, geocode each camera on our network and establish dedicated circuits between the DOTs and our fortified data center. Without these steps, a video network can be brought down by the demand spikes associated with severe weather and other emergency events.”

About TrafficLand

TrafficLand is the largest authorized aggregator and distributor of live traffic video in the U.S. with over 8,000 traffic cameras, in more than 200 cities on its network. TrafficLand's patented **Image Engine™** technology provides single-source access to live traffic video from its national network. Video formats and services offered by TrafficLand support mobile applications, traveler information websites, broadcast traffic reporting, navigation devices and a dedicated service for DOTs and public safety agencies to aid traffic management and emergency response.

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