



For immediate release

## **TrafficLand Adding Caltrans Los Angeles and Orange County Traffic Cameras to its National Network**

Agreement will give commuters, media and others enhanced access to live roadside cameras in America's top traffic market

Fairfax, Virginia, July 19, 2010--**TrafficLand®**, the largest authorized aggregator of live traffic video in the U.S., announced today it has completed an agreement with the California Department of Transportation (Caltrans) and Los Angeles County Metropolitan Transportation Authority (LACMTA). TrafficLand will install its video network equipment in the Caltrans Los Angeles and Orange County Transportation Management Centers. After installation, anticipated in Fall 2010, TrafficLand's patented technology will be used to serve live video from 347 Caltrans cameras located in Los Angeles and Orange County to the Southern California 511 Traveler Information System and website for the general public through the Regional Integrated Intelligent Transportation System (RIITS) Network established by LACMTA for the Southern California five counties region. TrafficLand will also make the video available for media, public safety agencies, mobile application providers and others.

Since 2008, TrafficLand has worked with Caltrans to serve video from 167 traffic cameras in the agency's Riverside district. With the addition of the 104 cameras in Los Angeles and 243 in Orange County, TrafficLand will be able to provide seamless, live traffic camera coverage from over 500 cameras across the greater Los Angeles metropolitan region.

"We are pleased that Caltrans is expanding its relationship with TrafficLand in partnership with LACMTA," said Lawrence Nelson, CEO of TrafficLand. "Our partners understand the importance of TrafficLand's patented Image Engine® technology and dedicated network infrastructure in delivering a sustainable solution, which is critical during the demand spikes that occur with traffic incidents and weather emergencies. Our reliability becomes even more important when you consider how fast the demand for live traffic video is growing across technology platforms."

**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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