



**FOR IMMEDIATE RELEASE  
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## **Traffic video Web site upgrades service in Portland area**

*Faster video update speeds, wireless access and  
traffic camera Widget among service offerings*

**Fairfax, VA** —TrafficLand®, the largest, authorized aggregator of live traffic video announced today an upgrade and expansion to its live traffic video services in the greater Portland metropolitan area. The company's free Web site ([www.trafficland.com](http://www.trafficland.com)), which currently provides access to over 120 Oregon Department of Transportation (ODOT) traffic cameras located around Portland, has increased the video update speed from every 4 minutes to every 2 seconds.

The TrafficLand traffic video network provides access to over 5,000 cameras in 60 markets worldwide. In January, the company's Internet-based services received more than 8 million page views from over 700,000 visitors.

TrafficLand.com uses interactive maps to show area roadways and traffic camera locations. Web site users click on cameras to view live video streams. The service, allows users to customize and save camera displays of frequently traveled routes and features a current display of the 10 most-viewed Portland area cameras, which typically shows locations with heavy traffic congestion or accidents. Access to ODOT traffic cameras by Web-enabled cell phones and PDAs is also available through the company's fee-based AirVideo™ service.

TrafficLand.com also offers a free traffic camera Widget, which can be placed on personalized home pages, Blogs and Web sites. Designed to provide live, at-a-glance views of changing road conditions, the TrafficLand Widget features links to updating video from selected traffic cameras, as well as quick access to thousands of traffic cameras worldwide currently available on the Web site at [www.TrafficLand.com](http://www.TrafficLand.com).

"We're working with ODOT to enhance the traffic video services available to Portland-area residents," said Lawrence Nelson, Founder and CEO of TrafficLand. "As a result, drivers are now able to make more informed decisions about travel routes and departure times, which can have a positive impact on

mobility across the region.” ODOT Intelligent Transportation Systems manager, Galen McGill said, “I am pleased with TrafficLand’s ability to help us keep the public better informed.”

**About TrafficLand, Inc.**

TrafficLand aggregates and re-broadcasts live traffic video via the Internet, and through its media partners. The company has developed patent-pending technology to enable reliable re-distribution of thousands of CCTV (closed circuit television) video feeds from multiple Departments of Transportation camera networks. Additionally, first responders and federal emergency management agencies can access an enhanced traffic video application through a single, secure interface called TrafficLand Video Distribution System™ (VDS), to aid emergency response and incident management.

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