For Immediate Release   **Date: March 31, 2011**

Econolite Introduces *Autoscope*® *ENCORE*™

Introduction of *Autoscope ENCORE* Highlights 20th Anniversary of Development Partnership

Anaheim, Calif., March 31, 2011—Econolite and Image Sensing Systems, Inc. (ISS) (NASDAQ: ISNS), today announced the introduction of *Autoscope*® *ENCORE*™, the next generation of *Autoscope* multitasking video solutions, providing the reliable, immediate and comprehensive traffic information necessary for the most demanding intelligent transportation systems (ITS).

The *Autoscope ENCORE* introduction marks 20 years of a successful product development partnership between Econolite and Image Sensing Systems. "As a pioneering force in transportation technology, the Econolite-ISS partnership continues to identify and address the burgeoning need in the ITS industry for automated multitasking detection tools," said Econolite Chief Executive Officer Mike Doyle. "We are proud to play a key role in firmly establishing *Autoscope* as the technology leader." As an exclusive distributor for *Autoscope*, Econolite has helped deploy more than 95,000 *Autoscope* units since the partnership began in 1991.

A true multitasking video detection solution, *Autoscope ENCORE* features powerful network browser navigation, comprehensive data collection, Internet access via web server, and software development tools to achieve efficiencies and seamlessly integrate with other ITS systems. This offers unparalleled control, security, and immediate data and video access. Its dual-core digital signal processor (DSP) with advanced RISC machine (ARM) processing is part of a low-power consumption system-on-chip (SoC) package. This SoC architecture combined with multi-threaded software enables the *ENCORE* sensor to process video images in real time to detect traffic, extract data, identify incidents, and transmit detector outputs while simultaneously streaming MPEG-4 video output.

"*Autoscope ENCORE* builds upon all of the legendary features of its *Autoscope* predecessors, making it a powerful ITS solution," said Ken Aubrey, President and CEO of Image Sensing Systems, Inc. "By simplifying installation and leveraging a new high-integrity enclosure design, *Autoscope ENCORE* represents an environmentally secure video detection platform upgrade, providing convenient integration with virtually any network while at the same time reducing overall visual obtrusiveness."

ENCORE sensors feature a unique lens aperture as part of a newly designed housing assembly that provides the best video detection possible in all weather and lighting conditions while reducing unit weight and end-to-end footprint by nearly 50 percent.

A critical enabling component in helping elevate traffic management systems to an ITS program, *Autoscope ENCORE* provides the comprehensive data collection capabilities for agencies to increase safety, mobility and quality of life.

Autoscope ENCORE ITS Solutions will be featured at the ITE (Institute of Transportation Engineers) 2011 Technical Conference and Exhibition, Lake Buena Vista, Fla., (April 4-5, 2011).

About Econolite

In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic controllers (NEMA & ATC/2070), *Centracs*® and *Aries*® Advanced Transportation Management Systems (ATMS), *Autoscope*® video vehicle detection systems, arterial systems masters, vehicle and pedestrian signals, traffic control cabinets, data collection and management systems (*DCMS.2*), *StrongPoint*® communications network security systems, Intelligent Intersection™ technology, and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that reduce traveler time, ease congestion, enhance transit operations, provide safer mobility, and improve quality of life. For more information about Econolite, visit www.econolitegroup.com.

About ISS

Image Sensing Systems, Inc. is a provider of software-based detection solutions for the Intelligent Transportation Systems (ITS) sector and adjacent markets including security, police and parking. We have sold more than 110,000 units of our industry leading *Autoscope*® machine-vision, RTMS® radar and CitySync automatic number plate recognition (ANPR) products in over 60 countries worldwide. The depth of our experience coupled with the breadth of our product portfolio uniquely positions us to provide powerful hybrid technology solutions and to exploit the convergence of the traffic, security and environmental management markets. We are headquartered in St. Paul, Minnesota. Visit us on the web at www.imagesensing.com

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