



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Image Sensing Systems Launches Autoscope Terra Products at TRAFFEX

Saint Paul, MN, and Birmingham, UK, April 16, 2007—Image Sensing Systems, Inc. (NASDAQ: ISNS) and European subsidiary Image Sensing Systems Europe Ltd. are pleased to launch Autoscope® Terra™, a new generation of Autoscope video detection solutions, at TRAFFEX in Birmingham, United Kingdom on April 17-19. Autoscope Terra systems are an ideal choice for junction control, incident detection and traffic data management due to their ability to improve traffic flow and safety on roadways worldwide.

Autoscope Terra Technology provides industry-leading processing power, Ethernet connectivity, streaming MPEG-4 video, and a host of other valuable features, resulting in high performance and ease of set up and operation. Autoscope Terra products will be displayed and demonstrated by ISS Europe Ltd. at TRAFFEX, the international, traffic engineering, road safety, parking and highway maintenance exhibition.

“Autoscope continues its stance as the premier traffic video detection system with the introduction of Terra Technology,” said Graham Heywood, Managing Director of Image Sensing Systems Europe Ltd. “With Terra we have launched the most powerful hardware and software video detection platform in the industry today. One Euro 3U card does all, the customer chooses what parameters to use and does not have the cost concerns of competitive products in which more functions equal more cost. In addition we offer robust performance via individual video channel processing rather than the weakness of industrial PC failures. Among the impressive listing of features, the European market will appreciate the pedestrian and debris detection for tunnels along with MPEG-4 digital streaming video.”

Craig Anderson, VP of Marketing and Technical Services said "Autoscope Terra Technology employs sophisticated technology to provide new detection capabilities while at the same time, making the system more intuitive and simple to install. Setup is easier than ever and your favorite web browser can be used to connect and stream digital video from any Autoscope Terra product, even across the internet."

Image Sensing Systems is demonstrating Autoscope Terra products along with other unique solutions for the European market at TRAFFEX in Stand E60 on April 17-19 at the National Exhibition Centre in Birmingham, UK. For more information visit autoscope.com.

Headquartered in St. Paul, Minnesota, Image Sensing Systems, Inc. combines expertise in image processing, hardware and software engineering, and communications to develop Autoscope® video detection systems for advanced traffic management and control applications. With equipment supplied for over 50,000 cameras in more than 55 countries, we are a global leader in video detection for management and safety systems for highways, bridges, tunnels and intersections. Autoscope products provide transportation managers the means to reduce roadway congestion, improve safety and security, gain cost efficiencies and assist in roadway planning. imagesensing.com

Safe Harbor Statement: Statements made in this release concerning the Company's or management's intentions, expectations, or predictions about future results or events are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current expectations or beliefs, and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Factors that could produce such a variation include, but are not limited to, the following: the inherent unreliability of earnings, revenue and cash flow predictions due to numerous factors, many of which are beyond the Company's control; developments in the demand for the Company's products and services; relationships with the Company's major customers and suppliers; unanticipated delays, costs and expenses inherent in the development and marketing of new products and services; the impact of governmental laws and regulations; and competitive factors. Our forward-looking statements speak only as of the time made, and we assume no obligation to publicly update any such statements. Additional information concerning these and other factors that could cause actual results and events to differ materially from the Company's current expectations are contained in the Company's Form 10-KSB for the year ended December 31, 2006.

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