

**DIGITAL ALLY TO HIGHLIGHT NEW PRODUCTS AT
118TH ANNUAL INTERNATIONAL CHIEFS OF POLICE CONFERENCE
OCTOBER 22-26, 2011**

OVERLAND PARK, Kansas (October 5, 2011) – Digital Ally, Inc. (Nasdaq: DGLY), which develops, manufactures and markets advanced video surveillance products for law enforcement, homeland security and commercial security applications, today announced that the Company will highlight a number of its new products and product features at the **118th Annual International Association of Chiefs of Police Conference and Exposition**, which will be held October 22-26, 2011 at McCormick Place West in Chicago, Illinois. **The Company will be exhibiting at Booth #861.**

New Products and Features

In addition to Digital Ally's popular *DVM-750* and *DVM-500Plus* In-Car Digital Video Systems, the Company will feature two exciting new advanced digital video products – the *DVM-100* and the *DVM-400* – thereby providing law enforcement agencies a greater selection of product features and price points. Completion of the *DVM* series allows Digital Ally to serve the needs of virtually any size law enforcement agency, ranging from budget-constrained small-town police departments to large metropolitan, federal and/or state agencies. Digital Ally will also introduce its new *OnCommand IS-1 Laptop/MDC Interface Software* and its *LIDARCam* and *DragonCAM* extensions to the Company's LIDAR speed enforcement product line at the IACP Conference.

"We are pleased to announce that we will present the full *DVM* line of in-car video systems at the IACP Conference as we feature our new *DVM-100* and *DVM-400* systems, which are fully functional in-car video systems specifically designed for smaller and budget-constrained law enforcement agencies," stated Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc. "We are now able to meet the in-car video requirements of the vehicular fleets of virtually any law enforcement agency – regardless of size or funding capabilities -- with a wide variety of features and retail price points ranging from \$1,895 for the *DVM-100* to \$4,995 for the *DVM-750*. All of our *DVM* systems are incorporated into a rear view mirror, thereby minimizing the amount of interior vehicle space required for installation."

"Digital Ally will also feature a significant expansion in the capabilities of its *Laser Ally* LIDAR speed enforcement product line at this year's IACP Conference," continued Ross. "Our new *LIDARCam* and *DragonCam* systems leverage the highly accurate speed detection capabilities of *Laser Ally* through the addition of digital cameras with a variety of features that allow law enforcement officers to capture, view and archive images, thereby providing evidentiary documentation of speed limit violations that can prove valuable in court. We also believe these new LIDAR products will allow us to more effectively penetrate the international speed enforcement market, because many countries require this type of documentation. We continue to see requests for quotations ("RFQs") from all over the world with such requirements."

DVM-100 Digital In-Car Video System

The *DVM-100*, which was introduced to the market in June 2011, is designed specifically for law enforcement agencies that need a high quality digital in-car video system but require a lower price due to budget constraints resulting from reduced tax revenues at the state, county and/or municipal level.

The complete *DVM-100* system is priced at only \$1,895, including the Company's Video Manager II back office software and a one-year warranty. The Company believes this is one of the lowest-priced digital in-car video systems currently on the market that addresses the needs of law enforcement agencies. The *DVM-100* offers customers a complete digital in-car video system incorporated into a rear view mirror. This is in keeping with the Company's *DVM-750* and *DVM-500Plus* systems that have been installed in law enforcement vehicle fleets throughout the world.

DVM-400 Digital In-Car Video System

With a retail price of less than \$3,000, the *DVM-400* allows budget-constrained law enforcement agencies to purchase a fully functional in-car video system, as with the recently introduced *DVM-100*, but with greater camera control than provided by the *DVM-100*.

Like Digital Ally's other in-car video systems that have been installed in law enforcement vehicle fleets throughout the world, the *DVM-400* is incorporated into a rear view mirror in order to optimize ease-of-use within the confines of vehicle space requirements. Unlike the *DVM-100*, however, the *DVM-400* features an external 10X camera that provides "zoom" capabilities and better positioning control, along with an external rear-seat camera with audio and video capabilities that can record suspects once they have been placed in the vehicle.

Although the *DVM-100* and *DVM-400* do not have all the features of the *DVM-750* and *DVM-500Plus*, they are easy to operate and offer high quality video with H.264 Codec at 30 frames per second, pre-event recording, covert mode, metadata, a remote wireless microphone, an integrated microphone for recording inside the vehicle, USB downloading or removable SD card, back office software and a one-year parts and labor warranty. To learn more about the *DVM-400*, visit <http://www.digitalallyinc.com/DVM-400InCarVideo.html>.

OnCommand IS-1 Laptop/MDC Interface Software

While Digital Ally will feature its entire line of advanced video surveillance, speed enforcement and thermal imaging products at the IACP Conference this year, the Company is also introducing new software that allows the *DVM-750* to be controlled by a Mobile Data Computer ("MDC"), Mobile Data Terminal ("MDT") or Laptop Computer.

The *OnCommand IS-1 Laptop/MDC Interface Software* provides full control of the *DVM-750 In-Car Video System* via touch screen (easy-to-use, graphical on-screen buttons) or keyboard interface. This includes user and password entry, recording, audio controls, camera selection, zooming, event marking, playback, metadata display, menu access and more. If the MDT/MDC running the application fails or the cable to the *DVM-750* is unplugged, the video system buttons become active to allow for normal operation.

The software also offers distinct viewing benefits. Users can monitor video “live” or play back one or both camera views on the MDC/MDT’s large laptop monitor, and individually scalable video windows can enlarge either of the views at any point.

Laser Ally LIDARCam with Removable Digital Camera

The *LIDARCam* features the IACP-approved *Laser Ally LIDAR* speed enforcement system integrated with a high-end Canon 10-megapixel camera as an economical method of producing a digital recording of precisely what the officer viewed through the LIDAR Heads-Up Display (“HUD”) sighting system. The *LIDARCam* can also be ordered with an optional printer to document speed, time and other information that can be attached to a ticket or provided to the driver of the vehicle violating the speed limit.

The camera is already set for optimal day or night use with the *Laser Ally*, while speed threshold and optional range windows are set on the *Laser Ally* menu. The unique opto-mechanical structure of the protective metal housing allows the camera to shoot through the same HUD system used by the operator without obscuring the officer’s field of view. The system automatically snaps a picture when a vehicle exceeds the threshold speed and is located within the specified range window. The captured image displays the exact laser target point on the measured vehicle, along with the time and date of the captured image. The high resolution images are perfect for evidentiary requirements or for automated enforcement operations.

Laser Ally DragonCam

The *DragonCam* turns the *Laser Ally LIDAR* into a full-featured, laser-based digital imaging enforcement system capable of capturing high resolution images and videos of vehicles violating preset speed limits. The unit consists of the *Laser Ally LIDAR* integrated with a high-performance camera system and rugged tablet computer.

With custom-designed high magnification optics, the *DragonCam* LIDAR Camera System can capture identifiable license plates at distances up to 450 feet on typical US-style plates and up to 300 meters on European-style plates. The system allows for handheld, tripod or in-vehicle use. Violation images and data are encrypted into a single secure file at the moment of capture.

Full back office processing services are available, or image and data output may be integrated into an existing ticket processing system.

About Digital Ally, Inc.

Digital Ally, Inc. develops, manufactures and markets advanced technology products for law enforcement, homeland security and commercial applications. The Company's primary focus is digital video imaging and storage. For additional information, visit www.digitalallyinc.com

The Company is headquartered in Overland Park, Kansas, and its shares are traded on The Nasdaq Capital Market under the symbol "DGLY".

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this press release. A wide variety of factors that may cause actual results to differ from the forward-looking statements include, but are not limited to, the following: the Company's ability to maintain or expand its share of the in-car video market in the domestic law enforcement community, and especially budget-constrained law enforcement agencies; whether there will be a commercial market, domestically and internationally, for one or more of its new products and features described in this press release and whether such products will perform as intended; competition from larger, more established companies with far greater economic and human resources; its ability to attract and retain customers; the effect of changing economic conditions; and changes in government regulations, tax rates and similar matters. These cautionary statements should not be construed as exhaustive or as any admission as to the adequacy of the Company's disclosures. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words "believes", "expects", "anticipates", "intends", "estimates", "plans", "projects", "should", or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. The Company does not undertake to publicly update or revise forward-looking statements, whether as a result of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in its annual report on Form 10-K for the year ended December 31, 2010 and its Form 10-Q for the six months ended June 30, 2011, as filed with the Securities and Exchange Commission.

For Additional Information, Please Contact:
Stanton E. Ross, CEO at (913) 814-7774

or

RJ Falkner & Company, Inc., Investor Relations Counsel at (800) 377-9893 or via email at info@rjfalkner.com