



## News Release

### **VOXX Launches Lane Departure and Forward Collision Warning System with In-Vehicle Camera** *Three Levels of Driver Security in One Affordable Solution*

**HAUPPAUGE, NY – SEPTEMBER 23, 2014** — [VOXX Electronics Corp \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), today announced the introduction of an in-vehicle solution that offers three levels of driver security in a single product. The system recognizes traffic lane markings as well as vehicles in front of you and warns a driver with an audible tone when the vehicle begins to drift out of its lane or when the driver is too close to the vehicle in front of them. The LDWS100 also includes DVR (driver video recorder) system that continuously records both audio and video so you can capture everything that you see through your windshield. A built in GPS receiver supplies the unit with directions of travel, speed, date, and time information. This product adds to the growing VOXX Electronics line of car safety products that also includes Car Connection with its ability to restrict texting while driving.



“Just pick up any newspaper and you will read stories about driver error, distraction and drowsiness being some of the main causes of accidents. We launched this new system in hopes to minimize accidents caused by distracted driving by providing drivers with another level of security,” said Tom Malone, President of VOXX Electronics. “While we agree that no product can substitute for being alert and attentive behind the wheel we believe that this new system will assist in a specific set of circumstances, which should improve safety and reduce accidents.”

The LDWS100 uses an audible warning system to alert drivers (unless a turn signal is on in that direction) if the vehicle drifts out of its lane when moving at or above 35mph. It will also sound an alert when you are moving at or above 15 MPH and vehicles in front of you suddenly appear too close for safety. The system utilizes different warning tones for lane departure and forward collision warnings.

The built in DVR feature continuously records audio and video to give the driver a record of any event that happens along their route. This is especially valuable in the event of an accident as it gives a real time visual record of the event. The system will automatically ‘lock’ the video footage upon impact but also can be manually put in ‘lock’ mode if you happen to witness something you want to record so that you have a record of the event.

The LDWS100 includes an 8Gb Micro SD card for up to 4 hours of recording time (can support up to 32Gb) and the system incorporates loop recording insuring your card is never full. The system also comes with a free playback program for Windows compatible computers that integrates stored GPS data showing time, place, and speed on a map overlay as well as seeing what was recorded.

Malone continued, “Our focus has always been on providing the 12Volt dealer and their consumers with products that work for them both. The LDWS100 does just that. Installation is fast and easy and it works in almost any vehicle with minimal integration. It allows the driver to set the level of warning, frequency and even volume of the alert tones to personalize the system in a way that is comfortable and works for them. Optical recognition makes calibration of the system as easy as a 10 minute drive. No special training, certification or equipment is required. In a matter of minutes a consumer can be on the road to safer driving.”

The LDWS100 is currently available at 12 Volt Dealers nationwide with an MSRP of \$699.99.

For more information about the In-Vehicle DVR Camera with Forward Collision and Lane Departure Warning Systems please visit: [www.audiovoxproducts.com](http://www.audiovoxproducts.com)

For more information on becoming a VOXX Electronics Dealer in the US, email us at [newaccounts@audiovox.com](mailto:newaccounts@audiovox.com).

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#### **About VOXX Electronics Corporation (VEC):**

[VOXX Electronics Corporation](#) (VEC) is a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ:VOXX), a leading, global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation systems, and vehicle security. Its extensive distribution network includes power retailers and 12-volt specialists as well as nearly all of the major [vehicle manufacturers](#) (“OEMs”), both domestically and abroad.

VOXX Electronics possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Car Connection](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#), [Pursuit®](#) and [Excalibur®](#). For additional information, please visit our Web site at [www.audiovoxproducts.com](http://www.audiovoxproducts.com).

#### **About VOXX International Corporation:**

[VOXX International Corporation](#) (NASDAQ:VOXX) formerly Audiovox Corporation has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International is a global company...with an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world’s leading automotive manufacturers. The Company has an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing portfolio, which now comprises over 30 trusted brands. For additional information, please visit our Web site at [www.voxxintl.com](http://www.voxxintl.com).

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