



VOXX Electronics Announces the Retail Availability of the 360fly, 360-Degree Video Camera

360fly available in Spring 2015, features A Whole New Way to Capture the World Around You; Interactive 360-Degree Video Optimized for Mobile Devices

HAUPPAUGE, NY AND LAS VEGAS, NV – JANUARY 5, 2015 – LVCC, CENTRAL HALL, BOOTH 10417 – [VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), and exclusive distributor of 360fly, today announced the highly anticipated lightweight, 360-degree video camera will be available for consumer purchase during the Company's fiscal first quarter. 360fly offers an unrivaled way to shoot, share and experience video with a seamless 360-degree field of view and interactive app-based video interface. It will also launch with a wide variety of mounts suitable for different applications.

360fly frees the user from the limitations of traditional video and introduces an unprecedented 360-degree view around the camera with 240-degrees view over the camera – a new way to capture the world around you in 360-degree video format; any moment, any angle, all at once.

Smaller than a baseball, the lightweight, rugged and mountable camera puts users in the "director's chair" by allowing the ability to shoot everything in sight from a single video camera. 360fly video is optimized for mobile devices and social platforms, allowing viewers to immerse themselves in the video by swiping, pinching and selecting the angle in the video they wish to view.

Viewers can share, browse, and interact with 360-degree video at 360fly.com and through the 360fly mobile apps for iOS and Android. Acting as the camera's sophisticated remote and viewfinder, the mobile app allows users to quickly playback, edit, and share their unique video content.

"We're extremely excited to bring the world of 360fly to consumers in the next few months," said Tom Malone, President, VOXX Electronics Corporation. "360fly's technology is like no other on the market. From the design of the camera itself, to the sophisticated mobile app that allows users to shoot, share and experience 360-degree video, 360fly will bring a unique experience to those looking to share life's greatest experiences."

"With 360fly, video transforms from something you watch to something you experience," said Alan Pitney, CEO of 360fly. "We see this type of video creation as a new way for our enthusiasts to shoot and share the important events in their lives."

Feedback from the retail community has been extremely positive. Plans for the national rollout will be announced soon and includes a wide variety of retail outlets from sports centric, to camera to regional and of course, some of the leading consumer electronic retailers in the United States.

To learn more about 360fly, place pre-orders, or interact with 360-degree videos, visit www.360fly.com. You can also follow on twitter, @360fly, and “like” them on Facebook at [Facebook.com/360fly](https://www.facebook.com/360fly).

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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.voxxelectronics.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.

About 360fly:

360fly, Inc. creates products and software for interactive 360-degree video experiences. It aims to fundamentally change the way consumers capture, share and experience video by capturing life just as you experience it — in 360 degrees.

Founded out of Carnegie Mellon University's Robotics Institute, 360fly, Inc. is the technology leader in single-shot, 360-degree imaging for both still and video photography. The Company has decades of experience in robotic vision, image rendering, and software interface development and, although the technology was originally designed for aviation and military use, the Company now focuses on consumer and broadcast

products. 360fly is headquartered in Pittsburgh, PA.

Media Contact:

Jeff Millard

Phone: (562) 546-6018

Email: jeff@thebrandamp.com

VOXX International Contact:

Larissa Bertolotti

Phone: (631) 436-6408

Email: LBertolotti@voxxintl.com