



News Release

VOXX Electronics Distributor of 360fly Gives SEMA Audience First Look at New Action Camera

HAUPPAUGE, NEW YORK – OCTOBER 30, 2015 --[VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), and United States and Canada distributor of 360fly Inc.'s 360fly action camera announced today they will be showcasing 360fly, the new single lens 360-degree action camera at the SEMA Show (North Hall Booth, #11929).

360fly, the world's only single-lens camera capturing stitch-less 360-degree video with interactive and virtual reality viewing capabilities will change the way consumers view video forever. 360fly offers consumers with a new way to capture the world around them in 240-degree by 360-degrees of seamless, HD-quality video format making their footage more engaging and immersive than ever before. It is the only video camera providing a completely mobile experience with no need for a computer to upload content for editing and sharing. The 360fly mobile app for Android and iOS operating systems allows users to shoot, edit and share within minutes through their favorite mobile devices letting viewers immerse themselves within the video by clicking and dragging or swiping on any mobile device.

"The SEMA Show brings some of the industry's hottest products to one place in the premier automotive specialty trade event of the year and this year we are thrilled to debut the 360fly action camera to the tens of thousands of motorsports enthusiasts who attend the show," said Tom Malone, President of VOXX Electronics Corporation. "Our partnership with 360fly provides us with the unique opportunity to bring this ground-breaking technology to the automotive and action sports channels. 360fly will change the way video is captured both in and out of the vehicle and we are eager to see the many unique ways the camera will be used to capture and share this dynamic and interactive content."

At the VOXX Electronics booth, get a closer look into the game-changing technology of the 360fly action camera. Here you will be able to view some of the extreme content captured with the 360fly from their team of Brand Ambassadors. Visitors will also be able to capture their own video right from the show floor with one-on-one product demonstrations and even take 360fly to the next level to experience the exciting world of virtual reality with the FlyView, mobile VR viewer.

Visit VOXX Electronics at the 2015 SEMA Show in the North Hall, Booth #11929 – Tuesday, November 3, through Friday, November 6, at the Las Vegas Convention Center in Las Vegas, Nevada.

For more information about 360fly please visit: www.360fly.com

For more information on becoming a VOXX Electronics Dealer in the US, please visit: www.voxxelectronics.com/become-dealer

Like us on our Facebook Page: [360fly](#)
Subscribe to our YouTube Channel: [360fly](#)

About VOXX Electronics Corporation (VEC):

[VOXX Electronics Corporation](#) (VEC) is a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), a global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, vehicle security and tracking, remote start systems, telematics, and Advanced Driver Assistance Systems (ADAS). VEC's Advanced Solutions Group is focused on developing new strategic partnerships in emerging growth categories in the fields of biometrics, imagery and vocal processing. VEC sells its products through an extensive distribution network that includes expeditors, mass merchandisers, regional mobile electronics chains and independent specialist both domestic and internationally.

About 360fly

360fly creates unique, 360-degree digital products that inspire users to capture, share and experience life's greatest moments in 360 degrees. Our passion has led us to redefine video capture, because we believe life is too rich to capture just part of it. For additional information, please visit www.360fly.com.

VOXX International Contact:

Larissa Bertolotti
Phone: (631) 436-6408
Email: LBertolotti@voxxintl.com

#