



News Release

VOXX Advanced Solutions and 360FLY Introduce the New Shape of 360-Degree Video with the Next Generation of the 4K Camera

The New 360fly® 4K camera features a unique form factor with a slim, curved design while maintaining the same, smart features of the original 360fly® 4K Camera

HAUPPAUGE, NEW YORK – JANUARY 8, 2018 – LVCC, CENTRAL HALL BOOTH 13518-VOXX Advanced Solutions Corporation (VASC), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), and 360fly, Inc., maker of the category-leading, single-lens camera that captures stitch-less 360-degree video, today announced the introduction of the next generation of the 360fly® 4K Camera, a highly versatile 360-degree camera with a unique new form factor featuring a slim, curved design optimized for multiple applications.



The next generation 4K Camera delivers all of the same, smart features as the original spherical 360fly® 4K Camera in a new aerodynamic design. The new shape of 360fly was designed and developed for multiple helmet applications across all sports utilizing any style helmet. This lightweight, low profile design allows the camera to seamlessly and conveniently mount onto any style helmet to provide a full 360-degree experience for the rider. It also includes a dock equipped with a ¼ 20- turn bracket, making all the standard 4K mounts compatible with this new design for many more adventurous applications.

“The introduction of the original 360fly® 4K Camera spherical design was truly ground breaking, and this next generation takes a leap forward by reshaping the electronics and housing, resulting in the most aerodynamic 360-degree camera in the market today. Action sports enthusiasts from every type of sport will see the value in this new, compact design,” said Tom Malone, President, VOXX Advanced Solutions Corporation.

The camera features a built-in GPS sensor to geo-tag locations, and overlays speed and altitude onto 360-degree video content. The camera can be set to start recording based on motion triggered by the built-in accelerometer, motion within the video field of view and audio. When an event is activated by one of the trigger-based functions, the camera captures a 5, 10, 30, or 60-second pre/post recording.

For those who wish to capture a traditional action camera view, users can select the front-facing mode (POV format) narrowing the field of view, while mirroring the same functionality to zoom in/out and pan during playback. Users can also move content from a Bluetooth-enabled device to the camera to overlay on the video for improved and personalized audio content. The camera can also be connected to a PC's USB port for live-connectivity of 360-degree streaming video over Skype, FaceTime or other streaming services.

The video capabilities of this camera are driven by the well-established mobile app available for iOS and Android devices, providing users a simple user interface to instantly shoot, edit and share content to popular platforms such as Facebook or YouTube. In addition to shooting at 4K high-resolution at up to 30 FPS, the camera comes standard with Bluetooth, built-in Wi-Fi, still/burst mode photo capture, 64GB of internal memory, and up to two hours of battery life.

Follow 360fly on [Twitter](#) and [Instagram @360fly](#), "like" it on Facebook at facebook.com/360fly, and subscribe to its [YouTube](#) channel.

For more information about the Next Generation 360fly[®] 4K Camera please visit: www.360fly.com.

The [360fly](#) brand is marketed by VOXX Advanced Solutions Corporation, a wholly-owned subsidiary of VOXX International Corp., (NASDAQ: VOXX).

About VOXX Advanced Solutions Corporation (VASC):

VOXX Advanced Solutions leverages VOXX International's extensive worldwide distribution network to attract technology partners who benefit from VOXX's speed to market, logistics, manufacturing and sourcing expertise, and market knowledge. Our vast experience in the consumer and automotive space will allow us to grow top line sales within existing channels, increase profitability and expand into new markets and categories. For additional information, please visit our website at www.voxxadvacndsolutions.com.

About VOXX International Corporation:

VOXX International Corporation (NASDAQ: [VOXX](#)) 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 Corporation has 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. Among the key domestic brands are Klipsch®, RCA®, Invision®, Jensen®, Rosen Electronics, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, 808®, and Prestige®. International brands include Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™. For additional information, please visit our Web site at www.voxxintl.com.

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