



## News Release

### VOXX Electronics Releases Revolutionary Wireless Back-Up Camera

**HAUPPAUGE, NEW YORK – OCTOBER 27, 2017** —[VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today the introduction of LOOK-IT™ powered by Lightwave Technology, a revolutionary wireless back-up camera. LOOK-IT™ takes backup camera technology to the next level by combining wireless smartphone technology with a high-tech built-in license frame camera. VOXX Electronics will be the exclusive US distributor for the LOOK-IT™ product.

LOOK-IT™ wireless back-up camera provides users with a do-it-yourself, all-in-one back-up camera and monitor solution. With safety and convenience in mind, LOOK-IT™ will help improve back-up safety, reduce blind spots and assist in changing the way drivers park their vehicles. The system connects wirelessly to a smartphone and turns an iPhone or Android device into the display, allowing drivers to



view the footage directly on their smartphone. The camera provides smart grid line calibration for better back-up maneuvers and can be adjusted with various camera angles to fit any vehicle's size. The IP67 certified 1-piece waterproof molded design license plate frame includes a built-in camera and houses a replaceable battery that can power the camera for up to four years. Since the camera communicates with the smartphone over a wireless connection, there's no need to connect wires to the vehicle.

“LOOK-IT™ takes back-up camera technology to the next level by combining wireless smartphone technology with a high-tech camera, that anyone can install. The LOOK-IT™ device can instantly turn any iPhone or Android device into a backup camera that connects wirelessly. With consumer awareness for in vehicle safety products at an all-time high coupled with both a DIY or hardwired application, we feel that this product is ideal for all distribution channels and should be a good seller in Q4” said Aron Demers, Senior Vice President, VOXX Electronics Corporation. “VOXX remains dedicated to delivering safety accessories to the aftermarket and continuing to grow the Advanced Driver Assistance System category. With the introduction of LOOK-IT™ we can offer drivers an affordable and easy solution to upgrade their vehicle to include these new features, without the need to replace their rear-view mirror or existing radio.”

To activate the system, the user presses a button on the QuickView patent-pending remote mounted on the steering wheel or dashboard and instantly unlocks and opens the app displaying the image. Allowing the user to focus and keep their eyes on the road ahead, the QuickView remote comes with two auxiliary

buttons that are programmed to launch Google Map and Apple map. In the short future, user's will be able to launch their preferred APPS.

For more information about LOOK-IT™ please visit: [www.voxxelectronics.com](http://www.voxxelectronics.com).

The LOOK-IT™ brand is marketed by VOXX Electronics Corporation, a wholly-owned subsidiary of VOXX International Corp., (NASDAQ: VOXX).

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

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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 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 sells its products through an extensive distribution network that includes expeditors, mass merchandisers, regional mobile electronics chains and independent specialist both domestic and internationally. 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: [Advent](#), [Audiovox](#), [Car Connection](#), [CarLink](#), [Code Alarm](#), [Invision](#), [Omega](#), [Prestige](#), and [Pursuit](#).

For additional information, please visit our website at [www.voxxelectronics.com](http://www.voxxelectronics.com).

### **About Lightwave Technology**

Lightwave Technology is a technology-driven company that designs, engineers and manufactures SMARTPHONE BASED CONNECTED PRODUCTS providing consumers with a new experience of connectivity. Lightwave Technology focuses on the automotive sector, developing state-of-the-art technologies making driving safer and simpler. Based in Montreal, Canada, LIGHTWAVE TECHNOLOGY is led by an experienced management team with decades of experience in vehicle electronics and telematics.

For additional information, please visit our website at [www.lightwavetechnology.com](http://www.lightwavetechnology.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®, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, Car Connection®, 808®, AR for Her®, and Prestige®. International brands include Hirschmann Car Communication®, Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™.

For additional information, please visit our Web site at [www.voxxintl.com](http://www.voxxintl.com)

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