VOXX Electronics Introduces Baby on Board

New child seat alert sensor to help prevent incidents of children being forgotten in vehicles

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), announced today the introduction of Baby on Board, a new child seat alert sensor. This device is designed to send an alert to the driver when and if they move away from the vehicle while a child is still in the car seat.

From 1998-2013 there have been over 600 incidents where a child has died from heat stroke after being left in a hot motor vehicle. An average dashboard could reach up to 200-degrees, radiating heat throughout the vehicle. This Bluetooth proximity alarm instantly alerts the driver when they walk away from the vehicle with a child still sitting in their car seat, a preventative measure to help reduce the number of incidents that occur each year. According to the National Highway Traffic Safety Administration, infants and children (fitting specific height and weight criteria) must be properly buckled into a rear- or forward-facing car seat.

“Baby on Board is the newest addition to our line of products designed to help provide a safer vehicle environment,” said Tom Malone, President of VOXX Electronics. “This product is great for all new parents and at such an affordable price is a perfect gift for grandparents, babysitters and anyone you trust your children with.” According to the Department of Meteorology & Climate Science, San Jose State University, 29% of children left in a vehicle who died were being taken care of by someone other than the mother, father or both parents combined.

Baby on Board is a simple, do-it-yourself device that only takes a few minutes to set up! This device uses an automatic weight-sensing system, that will become active when the child occupies the car seat. The sensors placed between the hard surface of the car seat and the seat pad connect via Bluetooth to a key fob carried by the caregiver to sound an alarm alerting the driver once they have walked away from the vehicle with a child still in the car seat. Baby on Board comes with one keychain alarm, with the option to add up to three additional keychain alarms to pair with the system.

Malone concluded, “We believe this simple, affordable and easy to use solution will help bring peace of mind to parents and caregivers.”

1 Department of Meteorology & Climate Science, San Jose State University

Baby on Board will be available summer, 2015 for an MSRP of $59.95.
For more information about Baby On Board please visit: www.voxxelectronics.com.

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

For more information on becoming a VOXX Electronics Dealer in the US, email us at 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 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.

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