



News Release

VOXX Advanced Solutions and 360FLY Introduces All-New 360-Degree 4K Professional Camera

The 360fly® 4K PRO Camera Offers Interruption-Free Live Stream Capabilities in Immersive 360-degree 4K Footage; Dedicated Power to Last All Day

HAUPPAUGE, NEW YORK – SEPTEMBER 26, 2017 -- 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 availability of its all-new 360fly® 4K PRO camera. The 360fly® 4K PRO camera changes the landscape of professional live streaming with its continued power source and immersive 360-degree viewing experience. Unlike current 24/7 live streaming options, with the 360fly® 4K PRO camera, viewers now have the ability to see all around.



The 4K PRO's robust live-streaming capability, opens the door to a totally unique application of 360fly as a video surveillance and security device. The new professional grade camera can function as a 24/7 livestream security camera, and a unique tool for those in public transportation services, education and youth programs, real estate, hospitality and events to promote immersive 360-degree 4K live video from a specific location for a longer period of time. Hotels and car services such as cab drivers can utilize the camera as a security source and live stream in a lobby or car 24/7, and a realtor can showcase an open house to potential buyers unable to attend, or for those looking for property out of state to view the house in 360 through live streaming. This, all in addition to 360fly's well-established filming, editing and sharing capabilities.

"360fly is committed to being on the forefront of delivering easy to use and innovative multi-functional products for a variety of use cases," said Peter Aloumanis, President of 360fly®. "The 4K PRO complements our current product lineup – delivering a camera best suited for stationary, long-term environments where the user desires a continuous, uninterrupted video."

"As an extension of our long standing relationship with 360fly, VOXX Advanced Solutions is proud to distribute this product to the public safety market and will introduce it for the first time at the ASIS Show in Dallas, TX," said Tom Malone, President of VOXX Advanced Solutions Corporation. "360fly® 4K Pro will be demonstrated inside the EyeLock booth (#1201) at the show. EyeLock, a market leader of iris-based identity authentication solutions, is a major owned subsidiary of VOXX International."

The 4K PRO streams continuous 360-degree 4K video over Wi-Fi or via the HDMI 1.4 cable in native equirectangular format (for Facebook® and YouTube®). The USB 2.0 cable provides the 4K PRO's lasting power supply, optimized without overheating, and when not connected via the USB 2.0 cable, the camera has a stand-alone recording time of up to 1.5 hours, and stand by time of up to 14 hours.

At \$799 – the fully ruggedized, sealed metal housing 4K PRO camera pairs with the free 360fly Android™ and iOS™ mobile app and delivers the same smart features as its predecessor, the 360fly 4K camera.

The 360fly® 4K PRO offers the following specs and features:

- 4K, 2880 x 2880, @ 30 fps
- Up to 1.5 M shock resistant
- Integrated USB 2.0 Input Cable
- Integrated HDMI 1.4 Output Cable
- One Operation Key (Power ON/OFF, Recording Start/Stop)
- Accelerometer, E-Compass, GPS, Gyroscope
- IP67 Rated for Protection Against Splash and Blowing Rain (submersible up to 1M)
- Internal 64GB Memory Storage
- Available Online at 360fly.com

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 360fly 4K PRO 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).

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

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.voxxadvacondsolutions.com.

About 360fly, Inc.

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.

360fly and the 360fly logo are trademarks and service marks of 360fly, Inc. All other trademarks and service marks are properties of their respective owners.

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

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