



# News Release

**\*For Immediate Release\***

## **COLORADO COMPANY LAUNCHES GROUNDBREAKING NEW IN-CAR VIDEO RECORDER**

(Denver, CO) – OBS. Inc., a Colorado corporation, announces the launch of a new in-car digital audio video recording system designed to protect your vehicle as well as the drivers and passengers inside.

The new system, called **InSight**, is unlike any other car audio video recording system in that it not only records events when the car is on the road, but also when the car is shut off.

**InSight** has up to four cameras and two microphones placed inside the car capturing and storing video images and audio before, during and after an event. This includes incidents such as an accident, a break-in, vandalism or the push of a button. The video can then be played back on any PC with a SD card reader.

### **Protect Your Investment:**

Unlike conventional alarm systems, the OBS. Inc., **InSight** system can actually help police catch and convict a criminal by providing video of the person committing the crime. The images are stored on separate, removable secure digital card. The **InSight** system is also invisible. With the recorder placed underneath the dashboard or under the seat and with the tiny cameras placed at strategic spots inside the cab of the vehicle, **InSight** is out of sight, but always on the job.

Brian Singer, CEO of OBS. Inc., calls the **InSight** system a "major breakthrough in the automotive security industry." Already, **InSight** is having an impact in London, where it was tested for more than a year.

In Denver alone, police reported thousands of incidents of car vandalism and break-in theft. Most of these crimes go unsolved because of a lack of witnesses or evidence. Now, with the **InSight** system, victims have an image of the suspect to give to police.

### **How can a video camera save your life?**

It's a proven fact. People are less likely to break the law if they know they're being watched. It's why cameras are at banks, hospitals, intersections, even sporting events.

So why not put cameras in your car? As a deterrent, cameras might prevent a would-be thief from breaking into your car or simply smashing your windows as it sits parked in front of your house. But Singer sees an even more important use for his InSight system; saving the lives of teenage drivers.

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The Colorado State Patrol reports 77 teenage driving deaths in Colorado in 2004. As of August 1<sup>st</sup>, 2005, there were already 22 teenage driving deaths. This isn't counting the number of victims involved in accidents caused or involving teenage drivers.

The **InSight** system can be used by parents to monitor their teenage driver whenever they get behind the wheel of a car. The system records every stop, every traffic accident and everyone who gets into and out of the vehicle. This video can later be reviewed by parents to make sure their son or daughter is driving safely. Teens are also less likely to drive erratically if they know their actions could be recorded, keeping them, as well as drivers around them, safe.

### **Better Than a Conventional Alarm System:**

Unlike traditional alarm or car security systems, the **InSight** system can also be used to determine fault in an accident and to record hit and run incidents. The video is clear enough to capture license plate numbers of others driving erratically or endangering drivers on the roads.

Police officers familiar with the **InSight** system believe in its effectiveness, pointing to the added security and increased safety factor it provides on the roads.

OBS is working to insure that all insurance companies will lower insurance rates of individuals with the **InSight** system installed in their vehicle.

The **InSight** system is easy to use, can be kept out of sight and is still powerful enough to protect drivers, giving them peace of mind on and off the road.

**InSight creator Brian Singer is available for interviews, along with a list of police officers, insurance agents, driving instructors and lawmakers who are familiar with the system and are willing to speak to the media. A family with a teenage driver who uses the system as well as a victim of car-theft and vandalism is also available for interviews. Video from the system will also be available for broadcast. Reporters can also ride in a car outfitted with the InSight system to illustrate how easy and effective the system is.**

**[For more information, log-on to www.obsusa.com](http://www.obsusa.com)**

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