



Media Alert

For Immediate Release

GROUNDBREAKING *INSIGHT* AUDIO/VIDEO SYSTEM STAYS ON EVEN WHEN THE CAR IS TURNED OFF

Colorado Corporation announces Colorado launch of revolutionary new audio/video system to keep your car safe from theft, vandalism

What: OBS, Inc., launches InSight, the only in-car audio video recorder designed to keep your car safe, even when the car is turned off. For the first time this system is available in Colorado after a successful test in London.

Why: The number of incidents involving car vandalism and car-theft is on the rise and many of the crimes are never reported because of a lack of witnesses or evidence.

- In the first six months of 2005, Denver police reported **over 6,000 incidents** involving vandalism to an auto and theft from an auto.
- **InSight** allows vehicle owners to gather digital video evidence against individuals breaking into or vandalizing their vehicle.

How: InSight is revolutionary because it uses a patent pending sensor system to monitor not only activity around your vehicle when it's on, but also to record incidents when the car is turned off, parked and left unattended.

- **InSight uses** four cameras hidden inside the vehicle to record action inside and outside the car.
- Even if the car is turned off, the cameras will record any activity around the vehicle.

How can a video camera protect you?

By deterring would-be criminals and vandals and providing unbiased evidence in an accident and break-in. The concept is simple. Every time you drive, the system records events from your trip. Then, when you turn the car off, the system continues to record activity around your vehicle using impact sensors, alarm integration or motion sensors placed around the car.

Police investigators and insurance agents who are familiar with the system agree the video can help catch and convict criminals and vandals and even lower insurance rates by deterring auto theft before it happens.

INSIGHT creator Brian Singer is available for interviews. A list can also be provided of lawmakers, police and insurance agents who are familiar with the system and are willing to speak to the media. Video from the system will be available for broadcast.

For more information, log-on to www.obsusa.com

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