

News Release

VOXX Electronics and EyeSee360 Introduces World's Smallest 360° Lifestyle Video Cameras

Lifestyle Camera and Smartphone Attachable 360° accessory Highlight the Introduction

Las Vegas, Nevada, January X, 2014 – VOXX Electronics Corp. a wholly owned subsidiary of VOXX International (NASDAQ VOXX) today announced the Company's entrée into the high tech panoramic video camera market. Through a partnership with EyeSee360 the company will deliver a line of unique panoramic video cameras to a market that virtually includes everyone....from the extreme sports enthusiast to parents shooting their children's birthday party.

Named "360Fly" and "360MicroFly", these two products are compact, lightweight, 360° HD lifestyle products that will enable both consumers and professionals to capture and share personal experiences in a never before seen narrative. The 360Fly is mountable on a variety of different sports equipment from helmets to surfboards to a tiny tripod for the center of a table. The "360MicroFly" is the world's first 360 single optic lens attachment for Apple and select Android phones.

"We believe that the 360Fly and 360MicroFly will change the way consumers view video forever making their footage more compelling, engaging, and immersive than ever before" said Tom Malone, President, VOXX Electronics Corp. "Entree into this high profile, high energy market will set the tone for the future of VOXX Electronics as an innovative market leader bringing advanced technology and solutions to both the end consumer and enterprise customer."

With unique perspectives and user-controlled points of interest, content generation becomes fun, interactive and seamless from capture to share. 360Fly provides consumers with a new way to document experiences that current industry standard cameras simply can't capture. Mount it, wear it, or simply place it and experience the future of video documentation.

"We have been looking for a partner that shares our vision and is a leader in the consumer electronics industry – VOXX is that partner," said Tim O'Neil, CEO of EyeSee360. "We believe this technology will change the way people expect to interact with video whether peer-to-peer or from broadcasters. This is an exciting step in the evolution of video"

Both cameras focus on capturing and sharing life's moments allowing recipients to enjoy a unique personal and meaningful experience. The "Fly's" field of view captures more than 4 times that of traditional cameras, with intuitive design and application interface; end users enjoy a seamlessly engaging experience. Ideal for on the go use, the 360Fly can fit in your pocket and be submerged in water up to 5 atmospheres.

360MicroFly is a smartphone lens attachment that puts a spin on traditional video offering users the ability to simultaneously record everything around them. 360MicroFly attaches to select smartphones to capture videos that are not only panoramic; they're also interactive, creating engaging scenes, allowing viewers to control what they want to view. ...and they are driven by an easy to use social network software app.

User generated content can be shot, edited and shared using the 360fly iOS and Android app. Users can also share to YouTube, Facebook, Twitter and other social media channels in standard video playback form.

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The 360Fly and 360MicroFly brands are marketed exclusively by VOXX Electronics Corporation, a wholly owned subsidiary of VOXX International Corp., (NASDAQ VOXX).

For information on the 360Fly products please visit: www.360fly.com or www.audiovoxproducts.com

For information on becoming a VOXX Electronics Dealer in the US, email us at newaccounts@audiovox.com

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Follow 360Fly on twitter at [@360fly](https://twitter.com/@360fly)

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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 ranks among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#) and [Excalibur®](#).

ABOUT EyeSee360

EyeSee360 the creator of 360Fly product and technology spun out of Carnegie Mellon University's Robotics Institute in 1998. EyeSee360 is a leader in single-shot panoramic imaging for both still and video photography. EyeSee360 has applied decades of research in robotic vision, image rendering, and software interface expertise to the challenge of creating interactive panoramic still images, prerecorded and live streaming 360 degree video. For more information www.eyesees360.com

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ:VOXX). The Company that began as Audiovox over 45 years ago has morphed into a worldwide leader in many automotive and consumer electronics and accessories categories, and now into premium high-end audio. The Company's brands hold leading market positions across a wide-spectrum of consumer and automotive segments.

Today, VOXX International is a global company....with an extensive distribution network that includes some of the world's Fortune 500 companies and an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing brand portfolio, which is now comprised of over 30 trusted brands including [Audiovox®](#), [Klipsch®](#), [RCA®](#), [Invision®](#), [Jensen®](#), [Acoustic Research®](#), [Jamo®](#), [Energy®](#), [Mac Audio®](#), [Magnat®](#), [Heco®](#), [Schwaiger®](#), [Hirschmann Car Communication®](#) and [Oehlbach®](#). The Company continues to drive innovation throughout all of its subsidiaries, and maintains its commitment to exceeding the needs of the consumers it serves. For additional information, please visit our Web site at www.voxintl.com.

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