



MEDIA RELEASE

RoadEyes presents recSMART, the World's First Connected & Social Dashcam at the 2016 Mobile World Congress

- *recSMART's unveiling in Barcelona simultaneously launched with RoadEyes' Kickstarter campaign*
- *The connected and social dashcam to trigger a paradigm shift in the way drivers communicate with their online social networks*



19 February 2016, Paris, France - RoadEyes, a leading expert in on-board solutions for vehicles, announces today the unveiling of recSMART, its prototype of the world's first connected and social dashcam at the upcoming Mobile World Congress in Barcelona (**Booth: CS 130 / Congress Square Hall**) from 22-25 February 2016. Developing this further, RoadEyes simultaneously launches recSMART on crowdfunding platform [Kickstarter](#) to raise funds and build a community of connected drivers through its social dashcams. Equipped with built-in GPS and Wi-Fi, a wide angle camera as well as a micro-SD card, recSMART seamlessly connects to smartphones and records driving journeys in full high definition (HD). This makes it a 'must-have' car accessory for people who want to capture special moments from the road and share them with their online social networks. In addition, RoadEyes is offering early bird discounts on pre-orders of recSMART made through Kickstarter (99€ instead of 199€), with initial shipments expected to be made in May 2016.

Boris Brault, CEO, RoadEyes, said: "*People are hyperconnected nowadays, even while commuting and travelling. As the market was lacking a product that had a unique combination of connectivity, mobility and sociability, we saw an opportunity to create recSMART in response to the needs of this new lifestyle. A solution combining product, application and services, recSMART is suitable for both consumers and professionals. This marks a turning point for RoadEyes, as we reposition the company as an Internet of Things (IoT) brand that is creating a content-collecting platform from roads across the globe in order to build a community of connected drivers.*"

"As part of this repositioning, we are taking a different approach than usual by launching on Kickstarter as the DNA of this project is highly social and we are all about being user-centric," he added.

recSMART – "Community for a connected road"

In the spirit of building a community, a key advantage of recSMART is its connected feature. Unlike other dashcams in the market, recSMART connects directly to smartphones via Wi-Fi in order to capture, save and share collected data (e.g. videos, photos, GPS location, distance, time and speed). Being Wi-Fi enabled, recSMART users can easily control, manage and configure the settings of the dashcam from their smartphones.

Whether it comes to witnessing an unusual scene, a beautiful landscape, map-sharing or taking a selfie upon reaching a destination, these can be communicated in real-time to the user's contacts on email, Facebook, Twitter, Instagram, Whatsapp, YouTube, SnapChat etc. – putting an end to the concept of driving alone.

How it works - Drive, record, secure, share

Once installed, recSMART is fully automated and starts recording in full HD as soon as the engine is turned on. It takes both photos and videos simultaneously and saves them in the embedded micro-SD card. To help users avoid many hours of manually removing their content, recSMART automatically records over the oldest files when its memory card fills up. With its built-in GPS which time-stamps and geo-tags all footages, users can have a clear visibility of exactly where and when events occurred. While recording, the integrated gyro sensor is activated to automatically detect shocks in case of sudden braking or collision; making the video files secure and non-erasable on the micro-SD card.

Alongside its recording and transmission capabilities, recSMART provides data on vehicle position, speed, time, geo-location and maps. This allows drivers to keep tabs on themselves or save and share interesting driving 'stories' (e.g. scenic routes, recommended itineraries).

recSMART has a 140° wide viewing angle for maximum visibility, capturing a wide view of roads, events and landscapes. The footages are securely saved onto the smartphone and stored in the Cloud, through the 'Road-Eyes App', a dedicated mobile application compatible with iOS and Android. The application is aimed to be a social network of drivers as well as a platform to share interesting content (e.g. driving anecdotes, recommended locations, places of interest, noteworthy routes etc.)



A social mobile application: 'Road-Eyes App' (iOS and Android)

- Has a live news feed named "On the Road" where content is sorted by 3 types: trending, recent and nearby
- Allows for convenient real-time viewing and playback of recordings taken on the dashcam
- Lets people edit and post their content with music and filters
- Users can comment, like, share and save their favourite content

Facilitates a sense of freedom and easy sharing, as it is compatible with major social network platforms (Facebook, Twitter, Instagram, Whatsapp, SnapChat etc.)

Autonomous, Removable and Versatile

Unlike traditional dashcams, recSMART can easily be removed from its base for photo-taking and filming. With its built-in battery, users can run the dashcam to take photos inside and outside the vehicle. These can be potentially used as valuable evidence in court, insurance settlements and for accident claim reports.



recSMART comes with an innovative wireless remote button which can be pressed to capture photos and videos without having to manipulate the camera or smartphone.

recSMART is the latest innovation from RoadEyes, following years of expertise and leadership in the video black box market for vehicles. RoadEyes was recently selected by BPI, UbiMobility and Business France as one of the eight most innovative French companies chosen to present their technologies to US Carmakers.

To find out more about recSMART on Kickstarter, visit:

<https://www.kickstarter.com/projects/1705341365/recsmart-the-first-connected-and-social-dashcam>

About RoadEyes

Founded in 2011, RoadEyes develops a wide range of connected devices designed to improve road safety for all drivers. RoadEyes range spans multiple product categories: Dashcams, Head-up displays, parking assistant systems and Bluetooth key rings that target both passengers and commercial vehicles. RoadEyes products are distributed by a strong network of distributors, e-tailers, retailers and specialized retail stores.

Learn more at www.road-eyes.com

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