

FOR IMMEDIATE RELEASE

Media Contacts  
Brian Singer  
O: (303)777-2171  
Andrew Warot  
SEMA Booth Number: 20254



**OBS, INC. INTRODUCES DIGITAL VIDEO EVENT RECORDER AT SEMA**

Denver, CO – OBS, Inc., a Colorado based automotive security and electronics company emerges as a major contender in the mobile security market. OBS has plans to introduce an innovative digital video event recording device, appropriately named *InSight*, at the 2003 Specialty Equipment Market Association (SEMA) show in Las Vegas, Nevada.

“It’s bridging the gap between the commercial and consumer marketplace,” says Brian Singer, President and CEO of OBS, as he refers to *InSight’s* comprehensive yet practical application previously found only in police and emergency vehicles. The device functions independently or in addition to existing vehicle security systems and will address both the growing commercial and exploding consumer demands. *InSight* has up to 4 cameras, capturing and storing video images before and after a collision, break-in, vandalism, motion and other user-defined events. The patent-pending device monitors a vehicle whether or not it is running, 24/7 from multiple inconspicuous cameras, and then stores the images on a separate, removable Secure Digital (SD) card. *InSight* will be marketed as an affordable alternative to both the commercial and consumer user alike.

In addition to personal assault, this device can record damage and theft of property that may have gone unnoticed with a conventional alarm security system. “This is a major differentiator in the automotive security market” says Brian Singer. *InSight* monitors activities in and around the vehicle 24/7 when present or not, and can capture both pre- and post-event images. Users will no longer question what took place in their absence and will have detailed images of an incident. The device also activates on collision to evaluate other driver’s liability, protecting against inflated or fraudulent insurance claims, staged accidents, and fake injuries.

Brian Singer stated that “Our intention is to make the best quality product and to be an integral part of the consumer’s automotive experience. The *InSight* device will be simple enough for anyone to use, while powerful enough to protect and give consumers a peace of mind.” A formal announcement is scheduled to take place during the 2003 Specialty Equipment Market Association (SEMA) show in Las Vegas, Nevada.

**For further information, please contact OBS at**

191 University Boulevard, Suite 714, Denver CO 80206 or visit [www.obsusa.com](http://www.obsusa.com)

Images available at [www.obsusa.com/news.html](http://www.obsusa.com/news.html)

Notes to Editors

**About OBS, Inc.**

OBS, Inc. is a premier automotive security and electronics company, with operations based in Denver, Colorado. OBS, Inc. designs, manufactures and delivers security and digital video recording devices to individuals and businesses alike.