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OBS, INC. AWARDED RUNNER-UP FOR “BEST NEW MOBILE ELECTRONIC ENTERTAINMENT PRODUCT 2004” AT SEMA

Denver, CO – OBS, Inc., a Colorado based automotive security and electronics company, was awarded runner-up for best new mobile electronic device in the new products category for their *InSight* video security system. The award was sponsored by the Mobile Electronics Retailers Association (MERA). Winners were acknowledged during a ceremony held on Tuesday, November 4th at the 2003 Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nevada. This year, a panel of specialty automotive industry judges reviewed more than 1,000 new products.

In making the awards, SEMA focuses on outstanding achievements in the development of a product, in particular: product potential, innovativeness, consumer appeal, quality & workmanship, and technology.

The SEMA Show is the premier automotive specialty products trade event in the world and represents a \$27 billion specialty automotive industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger cars, minivans, trucks, SUVs and recreational vehicles. SEMA is the authoritative source of research data, trends and market growth information for automakers and the specialty auto products industry.

“All of our research prior to the SEMA Show revealed that there was no device available in the consumer market similar to *InSight*”, said Brian Singer, President and CEO of OBS. “This award demonstrates that OBS has a differentiated product and that there is a real opportunity to penetrate the automotive electronics market.”

Founded in 1963, the SEMA trade association has 5,222 member companies, and attracts to the SEMA Show more than 100,000 industry leaders from over 100 countries. This year the Show attracted an estimated 113,000 domestic and international buyers through two million square feet of exhibits. “Winning the award further exposes OBS to many industry leaders in the automotive electronics market who will play a key role in our success”, said Andrew Warot, Advising Partner of OBS. “This exposure will increase our ability to establish channel partners and in turn deliver our device to the consumer market.”

For further information, please contact OBS at

191 University Boulevard, Suite 714, Denver CO 80206 or visit www.obsusa.com

Images available at www.obsusa.com/news.html

Notes to Editors

About On Board Systems, Inc

OBS, Inc. is a premier automotive security and electronics company, with operations based in Denver, Colorado. OBS, Inc. designs, manufactures and delivers mobile security and electronic digital video recording devices to individuals and businesses alike. The *InSight* device monitors activities in and around a vehicle 24/7 when present or not, and can capture both pre- and post-event images. Users will no longer question what took place surrounding a vehicle 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