



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

CONTACT:  
Grant Dahlke  
Marketing Communications Manager  
847-888-7078  
[gdahlke@k40.com](mailto:gdahlke@k40.com)

## **NEW K40 LASER DEFUSERPLUS MODEL REVOLUTIONIZES RADAR DETECTOR INDUSTRY**

Elgin, IL – July 1, 2002 – Radar detection systems perform great against police radar. But when pitted against police laser guns, these detectors are worthless. With the new K40 Laser DefuserPlus™ LD5500POD, motorists owning any brand radar detector can now upgrade their current system with performance certified active laser jamming technology for the ultimate, complete early warning system.

### **Works With Any Existing System**

The Laser DefuserPlus LD5500POD is a revolutionary new product that updates any vehicle's existing radar detector and keeps it from becoming obsolete. Inside the vehicle, the Warning Pod alert system features an LED light and audio speaker housed in a low profile display designed to match the look and feel of expensive automotive trim. This alert system also delivers a seamless, custom looking installation without the expense and modification of installing separate components into the vehicle's dashboard and/or instrument cluster. Outside the vehicle, the Laser DefuserPlus module can be installed in the supplied license plate frame – the preferred targeting point of police laser operators - or removed and mounted horizontally flush against or underneath the front air dam with the Universal Mounting Bracket. Installed retail price for the Laser DefuserPlus LD5500POD is \$329.95, but the price may vary slightly by installation.

– MORE –

“Now, owners of radar detectors from Escort, Valentine, BEL, and Whistler can affordably add laser protection technology to their existing radar detector while preserving their original investment,” said Peggy Finley, President of K40 Electronics. “The use of laser in speed enforcement is growing, and our product gives drivers the ability to protect themselves and regain motoring confidence.”

#### Innovative & Legal

Since 1994, K40 has been the foremost authority on laser detection and protection technology. The Laser Defuser™ was the first active system designed to deactivate the laser light signal transmitted by police laser. When a police laser beam hits a targeted vehicle, K40’s laser technology sends out a return pulse signal at the same frequency as police laser. This effectively “jams” the speed measurement ability of the laser gun and gives drivers the time needed to react and safely reduce speed. Because it does not interfere with radio waves or FCC regulated devices and no laser diodes are used, all K40 Laser DefuserPlus models are completely harmless and legal. Because K40 is so confident in the performance of its laser jammers, it will pay the cost of any laser ticket received during the first year of ownership.

#### Performance Certified

In a recent test by Speed Measurement Laboratories, Inc.(SML), the Laser DefuserPlus was awarded SML’s Performance Certification. This designation verifies the Laser DefuserPlus detects and deactivates the speed measurement ability of laser guns and gives drivers the time needed to react and safely reduce speed. SML is an independent firm and has been conducting speed analysis field tests for over 16 years. Carl Fors, SML’s president, is an internationally recognized authority and published author on radar, laser, and speed enforcement technologies.

Established in 1977 and headquartered in Elgin, Illinois, K40 Electronics is a manufacturer and distributor of mobile electronics products including custom remote radar detector systems, portable radar detectors, laser protection and detection systems, CB radios, antennas, and fiberglass whips. Product information can be obtained by calling K40 at 800-323-6768 or by visiting their website at [www.k40.com](http://www.k40.com).