

REMOTE **BLUETOOTH** ENABLED
CALIBRE™
RADAR AND LASER PROTECTION

FOR IMMEDIATE RELEASE

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**K40 ELECTRONICS INTRODUCES CALIBRE™:
WORLD'S FIRST BLUETOOTH® ENABLED
WIRELESS RADAR AND LASER PROTECTION SYSTEM**

Offers User Convenience Features, Protects New Vehicle Warranty

Elgin, IL – Aug. 15, 2005 – To address the challenge posed by modern performance and luxury vehicles' confined interior and engine bay spaces, complex and sensitive electrical systems, and strict manufacturer warranties, K40 Electronics today introduced CALIBRE™, the world's first Bluetooth® enabled wireless remote radar and laser protection system that easily integrates into any vehicle to safeguard driving records and new vehicle warranties.

Bluetooth Use in Vehicles Growing

Bluetooth is a standard developed by a consortium of leading electronics manufacturers that allows electronic devices to connect and communicate with each other without wires, cables, or any user input. Approximately 17 vehicle manufacturers presently offer Bluetooth as a factory installed feature and it is estimated that 22 million vehicles will come equipped with Bluetooth by 2008. Thanks to CALIBRE, luxury and performance car owners can enjoy the sophistication and advantages of a Bluetooth enabled automotive electronics accessory product today.

Packed With User Conveniences

K40 registered another first in the radar detector industry with CALIBRE's Wireless One-Touch™ remote control. This hand-held remote control maximizes driving pleasure while minimizing the driver's need to interact with CALIBRE. When a driver changes an On/Off, City/Highway, Voice/Tone, and Volume/Mute mode setting, CALIBRE acknowledges the selection with a corresponding verbal confirmation. Adding to user conveniences is the Easy Mute™ feature that enables drivers to quickly mute radar warnings with a single press of any One-Touch button.

New Technology Provides Total Protection

Having created an unsurpassed user-friendly interface, K40 engineers next focused their attention on CALIBRE's components and operation with the mission to create the ultimate driver protection system. CALIBRE's Datadyne™ processors deliver a significant increase in sensitivity and consistency to all police radar frequencies.

And like its highly acclaimed predecessor, the K40 Undetectable®, CALIBRE remains the only remote radar system with a patented front and rear receiver design. Individual Bluetooth enabled receivers are strategically hidden behind the front grill and rear bumper for the fastest possible reaction to and warning of radar signals. When a valid signal is received, the verbal warning mode plays through an audio quality speaker to clearly inform drivers of the exact police radar direction and band being used.

Looks Factory Installed

With its wireless network, CALIBRE eliminates dangling cords and obstructed windshield vision for a factory installed appearance. The only visible system components are brilliant blue light points mounted in the instrument panel to indicate radar threat direction.

Protects New Vehicle Warranty

Thanks to its independent Bluetooth network, CALIBRE is the only installed radar system that doesn't require risky hole drilling through the firewall and tedious cable routing through confined spaces. As a result, CALIBRE not only protects drivers from speeding tickets, but also, and equally as important, it protects a vehicle's complex electronic system and warranty.

Triple the Warranty for Guaranteed Performance

To offer consumers the same warranty coverage provided by vehicle manufacturers, K40 tripled its previous remote radar warranty period and now will pay for any and all CALIBRE repairs or replacement for three years from purchase date. K40 also offers a performance guarantee with CALIBRE that is unmatched in the radar detector industry. If a CALIBRE owner receives any radar speeding tickets during the first year of ownership, K40 will pay the cost of each fine.

Optional Laser Defuser® Also Goes Bluetooth

Drivers seeking protection from deadly accurate police laser guns can add the optional Bluetooth enabled Laser Defuser. This test proven anti-laser component seamlessly integrates with CALIBRE to maintain a vehicle's integrity and warranty.

A CALIBRE For Every Need

Whether drivers are seeking a front only remote system or the 360° protection of the only front and rear remote radar system available, CALIBRE is available in four models to meet every driving need. Suggested retail installed prices range from \$899.95 for the CALIBRE SL-P Single Remote Radar to \$1699.95 for the CALIBRE DL Dual Remote Radar. The LD5500 BT Laser Defuser retails for \$318.95.

Established in 1977 and headquartered in Elgin, Illinois, K40 Electronics is a manufacturer of award-winning mobile electronics products available only through select luxury auto dealerships and high-end specialty electronics retailers. Additional product information and dealer locations can be obtained by calling K40 at 800-323-6768 or by visiting its website at www.K40.com.

