



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

Grant Dahlke
Marketing Communications Manager
847-888-7078
gdahlke@k40.com

K40 LASER DEFUSERPLUS EARNS 90% SCORE IN SPEED STYLE & SOUND MAGAZINE'S TEST

Elgin, IL – January 13, 2003 – After 10 runs against the LTI Marksman 20/20, the most commonly used police laser gun, K40 Electronics' Laser DefuserPlus™ recorded a 90% score for the editorial staff of Speed Style & Sound magazine on February 9, 2003, at Milan Dragway in Milan, MI.

Todd Lamb, Managing Editor of Speed Style & Sound, was intrigued by the Laser DefuserPlus and wanted to test the effectiveness of the laser jammer firsthand in the perfect setting – the dragstrip of Milan Dragway. To make sure he was testing a standard, off the shelf unit, Lamb had front and rear Laser DefuserPlus modules installed into his 420hp/450lb-ft of torque Lingenfelter Performance Engineering tuned 2002 Chevy Tahoe by K40 dealer Specmo Auto Sound & Speed, Royal Oak, MI.

How The Test Was Conducted

Most commonly, police use laser to target the front of vehicles up to 1,000 feet from their location. Once a marker was placed at this distance, a baseline test run without the Laser DefuserPlus protection operating was made to check distance and vehicle speed of 60 MPH. Lamb drove his LPE Tahoe towards Associate Editor John Neff who was operating the laser gun. The gun recorded the vehicle at 972 feet traveling 59 MPH. Satisfied that the test parameters and gun were accurate, 10 runs simulating various driving situations were conducted.

– MORE –

The Results

To get the magazine staff acclimated to the test procedures, the first two runs were done at 55MPH. Upon receiving audible and visual alerts that he was being targeted by laser, Lamb would safely and gradually reduce his speed to 45 or 40MPH. In both initial runs, the Laser DefuserPlus jammed the laser gun to just over 300 feet which gave Lamb ample time to reduce his speed. Encouraged by K40's representatives, Lamb then ran a highly demanding speed reduction test...90MPH to 70MPH. Even with this great reduction of speed, the DefuserPlus jammed the laser gun the entire distance up to the gun. When the smoke cleared, the Laser DefuserPlus would have protected Lamb from getting a ticket in 9 out of 10 total runs.

The results of the test are most impressive considering only one Laser DefuserPlus module was employed. "We generally recommend to our dealers that they install two DefuserPlus modules on large vehicles like SUV's and trucks," said Ron Hettich, K40's Technical Services Manager. "These vehicles just have so much more reflective area than the typical sports and luxury automobile. I'm sure that if Todd's Tahoe would have had two modules, we would have earned a perfect score."

"We are extremely impressed with the effectiveness of the K40 system, especially the DefuserPlus," said Lamb. "It takes away the fear of getting ambushed during a spirited drive. This setup is a must-have for drivers who want the ultimate protection from what we used to know as 'unbeatable' laser enforcement."

Flexible, Stealth Installation Options

The Laser DefuserPlus is a first of its kind active system that fits inside a strategically designed, but ordinary looking license plate frame – the preferred targeting point of police laser operators. The frame, made of ABS plastic, protects the microelectronics from the elements while providing an OEM appearance. In states that do not require a front license plate, or for discriminating vehicle owners seeking the ultimate in stealth installation, the Laser DefuserPlus module can be removed from the supplied frame and attached to the vehicle with the Universal Mounting Bracket.

The Laser DefuserPlus is available with either standard custom installed individual alert components or the Warning Pod. Truly undetectable by police, thieves, and passengers, the component alert display features a tiny red LED light placed directly into the vehicle's instrument cluster or dash and a piezo speaker into an air vent. Conversely, the Warning Pod integrates the system's alert functions into a low profile display that easily mounts anywhere inside the vehicle. The Warning Pod is designed to match the look and feel of expensive automobile trim, allowing it to blend in with the vehicle's interior.

Legal, Guaranteed Protection For Motoring Confidence

When the ignition switch is turned on, the Laser DefuserPlus is activated and notifies the driver of any laser threats with both audio and visual warning alerts. As a police laser beam hits a targeted vehicle, the Laser DefuserPlus sends out a return pulse signal at the same frequency as police laser. Because it does not interfere with radio waves or any FCC regulated devices and no laser diodes are used, the Laser DefuserPlus is completely harmless and legal.

The Laser DefuserPlus is backed by three guarantees that provide confidence in ownership and operation. First, if a motorist receives a laser ticket while the Laser DefuserPlus is operating, K40 will pay the cost of the fine. Secondly, if an owner isn't completely satisfied with its performance, the Laser DefuserPlus can be returned within 30 days of purchase for a full product credit. Lastly, the Laser DefuserPlus is covered by a one year parts repair/replacement warranty.

As is the case with all products produced by K40 Electronics, the Laser DefuserPlus is available only through select authorized new car dealerships and specialty electronics stores. Installed retail cost for the DefuserPlus with component display is approximately \$299.95, while the DefuserPlus with Warning Pod is \$329.95, but prices may vary slightly by installation.

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.