



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **K40 ELECTRONICS INTRODUCES NEW PORTABLE RADAR DETECTOR WITH TICKET-FREE GUARANTEE**

Elgin, IL – May 23, 2003 – Continuing its reputation as the premier name in the radar and laser detector industry, K40 Electronics today introduced its new RD850 Portable Radar & Laser Detector, the world's *only* portable radar and laser detector backed by a speeding ticket guarantee. K40 is able to offer this type of guarantee because the RD850 features state-of-the-art patented technologies and unsurpassed, *test proven* performance.

#### Accurate Protection Against Police Radar

The RD850 features a new microwave receiver and waveguide antenna design for increased sensitivity to all police radar frequencies: X, K, and superwide Ka. Enhanced software programming offers an automated calibration check so only true police radar frequencies are scanned and nearly all false signal warnings are eliminated.

#### Enhanced VG2 Alert

When the RD850 encounters the VG2 “radar detector detector”, it powers down to prevent detection and also warns of VG2 presence with audio and visual alerts. This is an especially useful feature in states (Virginia & Washington D.C.) where the use of radar detectors is illegal.

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Versatile User Conveniences

All the hardware needed to quickly mount and dismount the RD850 to a vehicle's dash, visor, or windshield is included. Because the RD850 is over 30% lighter than previous K40 portables, it offers stronger, more secure mounting. The RD850 plugs into any standard power port and offers user conveniences like programmable Auto Mute, selectable City/Highway mode, display brightness control, and adjustable volume.

Redesigned Packaging

The RD850 is shipped in new packaging to offer better protection to the detector exterior and attract consumer interest with eye-catching graphics and features/benefits information.

Expert Tested & Certified

Like it does with its entire award-winning radar detection and laser detection & protection products, K40 Electronics subjected the RD850 to rigorous field testing to ensure the RD850 could deliver ticket-free confidence to drivers. In tests conducted by Speed Measurement Laboratories, Inc. (SML) on April 17, 2003, in Fort Worth, TX, the RD850 turned in best in class performance. "In our test of the industry's top rated portable radar detectors, no other detector outperformed K40's new RD850 portable for maximum range reception on all bands from two miles. It provided outstanding performance to all radar guns under all conditions," said Carl Fors, SML's president and internationally recognized authority and published author on radar, laser, and speed enforcement technologies.

To ensure testing validity and accuracy, SML's test was performed by a trained, certified Texas police officer using standard operating techniques like constant and instant-on transmit modes employed daily in issuing citations. "Most impressive was the maximum range test which recorded the RD850 immediately responding to police radar signals over **7 times** the normal accepted targeting distance of approximately ¼ of a mile," added Fors. At the test's conclusion, the RD850 and Undetectable® Remote System were both awarded SML's Performance Certification. This designation verifies the RD850 and Undetectable detect all police radar bands and give drivers the time needed to react and safely reduce speed.

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**K40 Introduces New Portable Detector**

100% Guaranteed Performance And Quality

In addition to expert endorsement, K40 also offers a performance guarantee with the RD850 that is unmatched in the radar detector industry. If an RD850 owner receives any radar speeding tickets during the first year of ownership, K40 will pay the cost of each fine. The RD850 is also backed by a one year parts repair/replacement warranty.

As is the case with all products produced by K40 Electronics, the RD850 is available for purchase only through select authorized new car dealerships and specialty electronics stores. Suggested retail price is \$299.95.

Established in 1977 and headquartered in Elgin, Illinois, K40 Electronics is a manufacturer and distributor of award-winning mobile electronics products that include the Undetectable Remote Radar System, the Laser DefuserPlus® laser jammer, and various configurations of CB radio antennas. Product information can be obtained by calling K40 at 800-323-6768 or by visiting its website at [www.k40.com](http://www.k40.com).