



**For Immediate Release**  
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## **Brandmotion Gains Exclusive Distribution of Next-Generation Driver Awareness System**

*ADAS Plus one-module solution delivers lane departure, front collision and accident liability protection in an attractive, compact, OEM-grade design*

**SOUTHFIELD, MICH., October 30, 2015 (MEDIAWIRE)** – Brandmotion LLC announced it has entered into an agreement to be the exclusive North American supplier of ADAS Plus, a state-of-the-art driver awareness system for the vehicle. ADAS, which stands for Advanced Driver Assistance System, brings vehicle safety technology that is commonly available only in new cars to the aftermarket. The new agreement enables the company to provide a safer driving experience with always-on technology in a seamless upgrade.

ADAS Plus combines the best of modern safety innovation into a compact windshield-mounted module. Its forward camera ensures all-around coverage to keep the driver informed and alert. The system emits audible tones to notify the driver if the vehicle strays out of its lane above a preset speed, or if there is the potential risk of collision from stopped traffic or an obstacle up ahead. Additionally, the "Beep and Watch" feature alerts the driver if he or she is unaware that traffic in front of the vehicle has started moving.

While safety is the primary function of ADAS Plus, it also gives drivers peace of mind with on-board video recording and playback. The system automatically records and saves video 15 seconds before and after an impact, whether driving or when the vehicle is parked and unoccupied. (If parked, the system will alert the driver via voice upon return to the vehicle.) The driver can manually select to record a 15-second clip, or initiate continuous recording (saved in 30-second clips) at the touch of a button. The system also includes a second wired interior camera that can be positioned to see outside the vehicle, or view activity in the back seat.

"We are very pleased to bring ADAS Plus to our dealers and their customers," said Brandmotion CEO Jeff Varick. "It's proven to reduce both front and side collisions, which represent the vast majority of all accidents caused by careless driving, drowsiness or inattention. With the addition of digital video recording capability, it gives the driver visual front and rear proof in an accident or on-road incident to determine fault or liability. And, its elegant design looks like it came with the vehicle."

The ADAS Plus module adheres to the window beneath the mirror and includes a 2.4-inch color screen that shows camera views overlaid with touch feature controls and sensor-based information. Video is recorded on an included 32-gigabyte microSD card. Drivers can play back recorded video on the system's screen or transfer the card to a computer.



ADAS Plus can be customized to the vehicle and driver preference. Universal connections make it suitable for any make or model. The system's impact detection sensor can be set to respond to one of three sensitivity settings, and the lane departure sensor can be calibrated to activate at a certain speed. Professional installation by an Authorized Brandmotion Service Center is highly recommended.

Brandmotion will ship ADAS Plus in November with an MSRP of \$679.95. For more information, visit [Brandmotion.com](http://Brandmotion.com) or follow Brandmotion on Facebook at [facebook.com/brandmotion](https://facebook.com/brandmotion).

Image: <http://mwire.co/ADAS-Plus.jpg>

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