



FOR IMMEDIATE RELEASE

Velvac's New *ClearCam*™ Camera Mirror System provides an economic and technological advantage over side body mount cameras.



New Berlin, WI (May 24, 2007)- Velvac, Inc. is pleased to announce the introduction of new CMOS *ClearCam* mirror mounted camera systems for recreational, bus and specialty vehicle applications.

ClearCam cameras mount to Velvac's VMax™ or new VMaxIII mirror heads via Velvac's unique Lower Electronic Module (LEM) housing. The LEM housing allows the *ClearCam* camera to be calibrated to the vehicle resulting in an optimized field of view for the camera. This camera position adjustment is independent of the mirror field of view, which is adjusted for each driver. Mounting the camera in the LEM as part of the mirror head results in economic savings. It eliminates costs and labor associated with the body penetration to mount the side body camera, painting the camera housing and routing the wiring through the sidewall. All wiring for the *ClearCam* camera is simplified by routing through the mirror arm and into the body at the mirror mounting area with minimal additional labor.

The *ClearCam* camera utilizes the state-of-the-art CMOS technology. Velvac is the first to offer this technology in vehicle mirror mounted camera systems. Velvac's implementation of CMOS technology provides superior clarity and color compared to CCD camera technology. The built-in anti-blooming protection ensures excellent visibility under headlight, sunlight and glare conditions as well as low light conditions. The image is maintained close to "real time" by processing frames four times faster than CCD technology. The camera has a field of view that is optimized for superior depth perception and object recognition, unlike many conventional cameras that produce fish eye images resulting in objects appearing further away than actual. The *ClearCam* camera performs flawlessly over a wider range of temperatures, down to -40°C, and is very efficient by consuming a fraction of the power of a conventional CCD camera.

By combining the superior optics and image clarity of the *ClearCam* CMOS camera, with the unique LEM mounting location in the mirror, a superior field of view and faster image recognition is acquired which helps to reduce dangerous blind spots and the potential for lane change accidents.

A bright LED turn signal light in the lower corner of the LEM is visible in all directions (forward, backward, outward and downward) and doubles as a courtesy light when entering the vehicle at night. It provides additional safety during lane changes and also provides security when operated by either an internal switch or key fob for additional visibility at night.

Velvac is a leading manufacturer and supplier of vision systems and component parts to the recreational, truck and specialty vehicle industries. Velvac has the industry's broadest mirror product offerings, from high volume replacement mirror heads and service parts to unique, proprietary mirror systems. Founded in 1934, Velvac's corporate offices and aftermarket operations are located in New Berlin, Wisconsin. Its complete, state-of-the-art manufacturing facility is located in Reynosa, Mexico.

ClearCam and VMax are trademarks of Velvac, Inc.
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