

## THINKWARE Launches its first sports camera, the M1 Motorsports Cam

Thinkware, a world-leading dash cam company, announced today the launch of its first camera built for outdoor and all-terrain use, the M1 Motorsports Cam.



**San Francisco, Jun 23, 2019** ([Issuewire.com](http://Issuewire.com)) - [Thinkware](http://Thinkware), a world-leading dash cam company, announced today the launch of its first camera built for outdoor and all-terrain use, the M1 Motorsports Cam. Offering advanced technologies exclusive to the M1, the announcement is a first glimpse at the company's Power line of products.

Designed to withstand all-terrain conditions on the outside, the M1 also comes equipped with advanced features on the inside. The M1 is built with the outdoors in mind, being both weatherproof and water resistant to make it ideally suited for an outdoor vehicle such as ATV, UTV, and motorsport enthusiasts. The M1 also offers two-channel, full HD 1080P video quality in both the front and rear cameras. That way riders can record crystal clear footage in two directions at the same time, at an extra wide 140° angle.

Unique to the market, the M1 offers electronic image stabilization(EIS) in the front camera, with a Gyro sensor built-in. This allows for stable footage and reduced blur no matter the conditions or time of day.

The M1 also presents Super Night Vision 2.0 with advanced.

Using the M1 is easy and intuitive, offering command at one fingertip. Users control the M1 using two buttons mounted on the handlebars that activate the WiFi and manual recording features. Footage recorded by the M1 can be viewed via a mobile application, with the M1 supporting Format Free technology recordings that can be saved on a memory card in a way that reduces data errors.

With a built-in GPS, the M1 also offers important data that's useful in case of collisions, including vehicle location, speed, direction, and other details. The M1 also comes with the following:

- Super Night Vision 2.0 – up to 10 times brighter in dark conditions
- Continuous power, enabling the M1 to stay on as long as the ignition is on
- Automatic Loop Recording to ensure recording doesn't stop abruptly, as well as manual recording
- A 32GB memory card, while supporting up to 64GB cards

“Thinkware has long been a trusted name in dash cam technology for traditional vehicles, so the M1 is an expansion on that and provides a new avenue of growth for the company,” stated Brian Yang, Thinkware's Director of North American Business Development. “Ruggedly designed for motorsport and outdoor vehicles, the M1 stands up to even the most extreme conditions, while also ensuring footage is clear, stable, and safe.”

As the highest selling dash cam brand in the competitive Korean market, Thinkware's award-winning products are available in both the US and Europe. The M1 is priced at \$499.99, available at online distribution channels such as Amazon as well as other online retailers. It is also available on the Thinkware website.

For more information, visit the Thinkware website at [www.thinkware.com](http://www.thinkware.com).

## **About THINKWARE**

Global IT Corporation Thinkware was founded in Korea in 1997 and is celebrating its 22nd anniversary this year. Through consistent research and development in the field of smart card technologies, Thinkware has established itself as the market leader in various sectors such as dash cam, electronic maps, navigation, mobile applications, and tablet PCs.

Spearheading the competition with world-class image processing technologies and intuitive user-friendly interface, Thinkware has debuted their DASH CAM lines into the US market in April 2014. Thinkware has confirmed the export of their DASH CAM lines to 20 other countries including the UK, Singapore, and Japan.

Thinkware continues to astound the industry with its world-class DASH CAM lines during their presence at global exhibitions like CES, SEMA, and The Gadget Show Live. For CES 2017, the world's largest consumer electronics show, Thinkware won with the Innovation Award for its excellence in technology and design. The company has also received the IF Design Award (2017), IDEA Award Finalist (2017) and the Red Dot Design Award (2018).

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