Cobra Electronics Honored for 2014 Envisioneering Innovation and Design Award for ShowStoppers at IFA
SEPTEMBER 9TH, 2014 | COBRA ELECTRONICS | CHICAGO, IL

CHICAGO, IL — September 9, 2014; Cobra Electronics Corporation (http://www.cobra.com/), a leading designer and marketer of award-winning automotive, mobile and consumer electronics, today announced it has been named a winner in the Envisioneering Innovation and Design Awards for ShowStoppers at IFA for its Drive HD™ Dash Cam by Cobra – CDR 900E in the Transportation Electronics category. ShowStoppers at IFA took place on Thursday, September 4 on the heels of Cobra’s debut into the European Market.

The CDR 900E is the company’s most advanced and feature-rich European Wi-Fi-enabled flagship model of the Drive HD™ Dash Cam series. The CDR 900E comes with a 2.0 inch LCD screen, the largest in the series and also includes a Micro HDMI output to directly play footage on a HD TV or computer. With a 160-degree angle to provide an ultra-wide view, the unit is able to film the entire road and peripherals without edge distortion. It is designed in a compact form factor and utilizes Continuous Loop Recording, which automatically overwrites the oldest footage when the memory card is full. The model also features a motion sensor for automatic recording while driving, as well as a G-Shock sensor, which senses sudden deceleration and/or collisions to automatically capture and protect critical footage surrounding an accident. With WiFi direct, the CDR 900E goes the next step in video capture and sharing through the free Cobra Drive HD™ App allowing the user to connect and stream live and recorded footage directly to the user’s iOS or Android device to instantly view and share footage.
“Cobra is proud to be recognized as a winner in the Envisioneering Innovation and Design Awards on the cusp of our European market debut,” said Sally Washlow, president of Cobra Electronics. “We look forward to a long and successful relationship with our partners and customers in the EU sector as we remain focused on delivering versatile, high-quality and reliable product offerings that are specifically designed and engineered to meet the needs of our four main user groups. We’re pleased that the CDR 900E stands out as a leader in the growing dash cam sector by offering superior performance and critical security features at a highly competitive price point.”

About Cobra Electronics:

Cobra Electronics is a leading global designer and marketeer of communication and navigation products, with a track record of delivering innovative and award-winning products. Building upon its leadership position in the GMRS/FRS two-way radio, radar detector and Citizens Band radio industries, Cobra identified new growth opportunities and has aggressively expanded into the marine market and has expanded its European operations. The Consumer Electronics Association, Forbes and Deloitte & Touche have all recognized Cobra for the company's innovation and industry leadership. To learn more about Cobra Electronics, please visit the Cobra site at [www.cobra.com](http://www.cobra.com). Follow Cobra on Twitter at [www.twitter.com/CobraElectronic](http://www.twitter.com/CobraElectronic) and Like Us at [www.facebook.com/CobraElectronics](http://www.facebook.com/CobraElectronics).

About Envisioneering:

Starting as a newsletter ad publishing practice in 1983, Envisioneering has expanded to utilizing the skills of dozens of professionals spanning the globe. Engineers, artists, designers, inventors, psychologists and accomplished marketers team-up to assess and leverage promising ideas, concepts, products and services to the markets the strive to serve.

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