Cobra Electronics Awarded United States Patent for Citizens Band Radios Featuring Wireless Mobile Phone Connectivity

Invention Marks another Milestone in Company’s Legacy of Innovation and Market Leadership in CB Radios and Other Communication Technologies

CHICAGO, IL—Cobra Electronics Corporation (NASDAQ: COBR), a leading designer and marketer of citizens band radios and other award-winning mobile and consumer electronics, today announced it has been awarded a patent (U.S. Pat. No. 8,078,120) for an innovation that further extends the company’s technological leadership and market share among makers of Citizens Band (CB) radios. The patent corresponds to wireless communication and connectivity between traditional CB radios and cellular telephones.

“CB radios have been an important staple of our communications landscape for more than 50 years, and continue to enjoy widespread use among truckers,” said Sally Washlow, senior vice president of marketing and sales for Cobra Electronics. “With the meteoric rise of mobile phone usage in recent years, virtually every trucker also carries a cell phone or smartphone, which opens up a whole new world of possibilities for communication and application interoperability between CBs and mobile devices. This patent affords Cobra a powerful advantage in the CB radio and trucking markets as the leader in present and future integration of these two technology platforms.”

The patent granted includes 101 claims for different functional interoperability scenarios involving CB radios and cell phones and other mobile devices. It is entitled “Citizens Band Radio With Wireless Cellular Telephone Connectivity,” and is described in the abstract as follows:

A wireless communication device for use in connection with a cellular telephone is disclosed and a transceiver radio such as a citizens band radio. The wireless communication device of the present invention provides enhanced audio broadcasting capabilities for an operator of the device by providing a larger, more powerful speaker than that typically found in a cellular telephone. Thus, the apparatus of the present invention improves cellular telephone usage in a noisy environment such as the cab of a tractor trailer or other vehicle. In another embodiment, the wireless communication device of the present invention is
connectable to multiple external devices and is capable of operating the external devices and providing access to a cellular telephone network for such external devices.

“As with any technology, CB radios have a series of advantages. One of the advantages is that they are well-suited for easy operation in the noisy environment you find in most big rigs, allowing the driver to communicate with other drivers regarding road conditions and potential hazards. While mobile phones don’t fare as well given their small microphones and speakers, routing the phone call audio through the CB speaker makes the phone conversation loud and clear while promoting safety,” said Ramon Sandoval, category manager for Cobra. “This patent covers a broad range of functionality that is enabled by unifying these two platforms via wireless technologies, which holds the very real potential to dramatically alter the future path of the CB radio market while enhancing the safety, convenience and comfort of professional drivers.”

About Cobra Electronics:
Cobra Electronics is a leading global designer and marketer 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. Follow Cobra on Twitter at www.twitter.com/CobraElectronic and Like Us at www.facebook.com/CobraElectronics.