



ESCORT Radar Exhibits New Drive Smarter Products at 2010 International CES

ESCORT Radar, the undisputed leader of Radar Detection technology and other advanced after market driving products, is presenting their newest “Driver Smarter” products including the release of the PASSPORT SC55 Safety Camera Detector, the new Qi45 'Quick-Install' Custom Installed Radar Detector, along with the world’s best performing radar detector platform, the PASSPORT 9500ix and PASSPORT 9500ci Radar and Laser Detectors at the 2010 International CES Show in Las Vegas, January 7-10.

Las Vegas, Nevada ([PRWEB](#)) January 7, 2010 -- [ESCORT Radar](#), a leading manufacturer of automotive electronic accessories, is presenting at the 2010 International CES Show in Las Vegas, January 7-10. ESCORT will be promoting their newest releases, the all new PASSPORT SC55 Safety Camera Detector and the release of its first ever BlackBerry Smartphone Application, the all new ESCORT Defender™ Speed Trap Early Warning Database. Both new products provide drivers with the ability to receive early warning notification of approaching speed traps, speed cameras, red light cameras and other high target traffic citation threat areas. “Most drivers today are aware of the dramatic increase in the number of red light cameras and speed traps being used in highly traveled areas,” said John Larson, ESCORT President and CEO. “We are at CES highlighting our newest products, category shootout winners, designed to uniquely help drivers be more alert to these high risk areas and help keep them ticket-free in highly targeted locations,” he added in reference to the CES appearance of the new SC55 Safety Camera Detector and the Defender™ BlackBerry Smartphone App.

Based on ESCORT’s shootout winner, the Defender™ BlackBerry Smartphone App can be downloaded directly from the BlackBerry App World site. The Defender™ application, like most BlackBerry Smartphone apps, is an automatic installation. Once turned on, the Defender™ app works continually to protect drivers instantaneously by using GPS navigation and stored reliability points used as traffic alert information—the data points are communicated to the BlackBerry Smartphone via the BlackBerry mobile phone network so drivers are protected anywhere they drive throughout North America. In a recent head-to-head test conducted by RadarTest.com, the Defender™ database scored head and shoulder above all other competitors for overall accuracy. According to RadarTest.com, the Defender™ Database accurately identified 95% of all camera locations tested, while the next closest competitor only identified 66% of these locations.

ESCORT will also be promoting their world class leading [PASSPORT 9500ix](#) GPS-enabled windshield mounted radar and laser detector, the new [Qi45 Custom Installed 'Quick-Install'](#) Radar Detector and the [PASSPORT 9500ci](#) Custom Installed radar and laser defense system.

ESCORT will also be participating in the 2010 ShowStoppers CES event on January 07. “We want to continue to share with writers and media communicators how they, and we, can help solve some of our readers’ most pressing driving needs,” said Ron Gividen, ESCORT’s PR/Marketing Manager. “Every driver is aware of the increased numbers of speeding tickets being issued—our newest designs continue our long tradition of releasing category leading products that work to protect drivers from being targeted and ticketed,” he added.

At ShowStoppers, ESCORT will also be promoting the world’s most effective personal and vehicle GPS security devices—the [Entourage](#) PS (Personal Security) and CIS (Custom-Installed Security) models, powered by Blackline GPS. ESCORT, in alliance with Blackline, markets and sells ESCORT branded GPS-based vehicle



tracking products. "This partnership between ESCORT and BLACKLINE to jointly market and provide best-of-breed consumer GPS products and services leverages our combined retail channel influence and ongoing product achievements to deliver best-in-class vehicle safety and security to our loyal customers and new audiences all across North America," said Larson.

ESCORT's Drive Smarter products and ESCORT experts can be found at the 2010 International CES Show South Hall (35753MP) and at the Showstoppers Press Event (January 7). The complete line of ESCORT's products can be seen online at ESCORTinc.com or contact ESCORT at 800.433.3487.

About ESCORT, Inc.

ESCORT Inc. is the leading manufacturer of high-performance radar and laser detectors, GPS enabled navigation and tracking products and other Drive Smarter products. ESCORT manufactures products under the [ESCORT](#), PASSPORT, SOLO, Vector and [BELTRONICS](#) brands. The company is headquartered in West Chester, Ohio with its principal manufacturing facility located in Mississauga, Ontario, Canada.

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