

## **PRECO Electronics Wins 2017 Commercialized Innovation of the Year Award**

*PRECO's PreView Sentry Plus Presented the 12th Annual Idaho Innovation Award*

BOISE, Idaho ([PRWEB](#)) November 01, 2017 -- [PRECO® Electronics](#), the global leader in heavy-duty collision avoidance solutions, today announced PRECO's [PreView Sentry™ Plus](#) received the 2017 Commercialized Innovation of the Year Award, a category of the Idaho Innovation Awards. Created by [Stoel Rives](#) and supported by [Trailhead](#) and the [Idaho Technology Council](#), these awards recognize innovations, innovative professionals and companies for their groundbreaking accomplishments. As this year's award recipient, PRECO's PreView Sentry Plus was selected for the intelligent technology that combines heavy-duty collision avoidance technology with an integrated radar and camera monitor system.

“PRECO's team is committed to making worksites and roadways safer for operators of heavy-duty equipment and those around them. This award recognizes that unwavering commitment,” said [Jim Bean](#), CEO of PRECO Electronics. “We are seeing unprecedented growth around the globe. The adoption of PRECO's intelligent safety solutions saves lives, allows operators to become more efficient, and saves money for our customers and partners.”

A long-standing innovator, PRECO has delivered proven safety solutions to the heavy-duty market for 70 years. PRECO's founder patented the first electronic backup alarm in 1962, realizing that lives could be saved if there was a more effective way to warn workers of a reversing vehicle. In 2000, PRECO patented the pulsed radar technology found in their first radar sensor offerings. Today, PRECO is an industry leader in heavy-duty collision avoidance solutions.

PreView Sentry Plus is a flexible collision avoidance solution that can be customized to match the inherent blind zones that come with heavy-duty equipment and vehicles. Complimented with real-time video, PreView Sentry Plus proactively alerts the operator of relevant objects in order to avoid and mitigate collisions.

The evolution of radar technology within the safety industry is expanding at a rapid pace. In 2016 the [National Transportation Safety Board](#) (NTSB) published its annual Most Wanted List of transportation safety improvements. Specifically related to safety, NTSB identified the industry's need to “promote availability of collision avoidance technologies in highway vehicles” as third on its list. Their 2017-2018 list includes “increase implementation of collision avoidance technologies” in highway vehicles and trains in the first position.

While many factors contribute to this increasing demand, the latest data from the U.S. Department of Transportation is the most poignant: The number of accidents is rising, in 2015, large trucks and buses were involved in more than 4,300 fatal accidents (up 26% from 2009); more than 100,000 injury accidents (up from 63,000 in 2009); and 379,000 property-related accidents.

A selection committee comprised of more than 30 leaders from Idaho's technology, business and academic communities evaluated the nominations. In choosing PRECO Electronics as the Commercialized Innovation of the Year Award recipient for 2017, committee member Mark Stinson, Founder of Bioscience Bridge, said, “PRECO deserved the recognition not only for its innovation, but also for the impact it has by saving lives and making our roads and construction sites safer. We are proud to recognize PRECO's unique use of radar and vision systems.”



To learn more, visit [preco.com](http://preco.com), contact PRECO at 866.977.7326 or email [info\(at\)preco\(dot\)com](mailto:info(at)preco(dot)com).

#### About the Idaho Innovation Awards

Established in 2006, the annual Idaho Innovation Awards is Idaho's first and only innovation awards program. The program recognizes innovations, innovative professionals and companies throughout the state. Stoel Rives LLP, a full-service, U.S. business law firm, in conjunction with Trailhead and the Idaho Technology Council organized this year's award program.

#### About PRECO Electronics

PRECO is the global leader of collision avoidance solutions for heavy-duty equipment industries. PRECO believes that those responsible for heavy-duty equipment operations have a desire to keep the people and property around them safe and free from harm. We design, engineer and manufacture collision avoidance technology optimized for heavy-duty equipment. Our safety products have survived the industry's most rigorous testing for unstoppable performance in the harshest working conditions imaginable, so operators and fleets can perform with greater confidence and peace of mind.

Established in 1947, PRECO has been providing safety solutions to heavy-duty industries for 70 years. Learn more at [www.PRECO.com](http://www.PRECO.com) and follow us on Twitter [@PrecoElec](https://twitter.com/PrecoElec).



**Contact Information**

**Bill Cox**

PRECO Electronics

<http://www.preco.com>

+1 208.381.0001

**Tamara Humphreys**

PRECO Electronics

<http://www.Preco.com>

208.323.7110

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