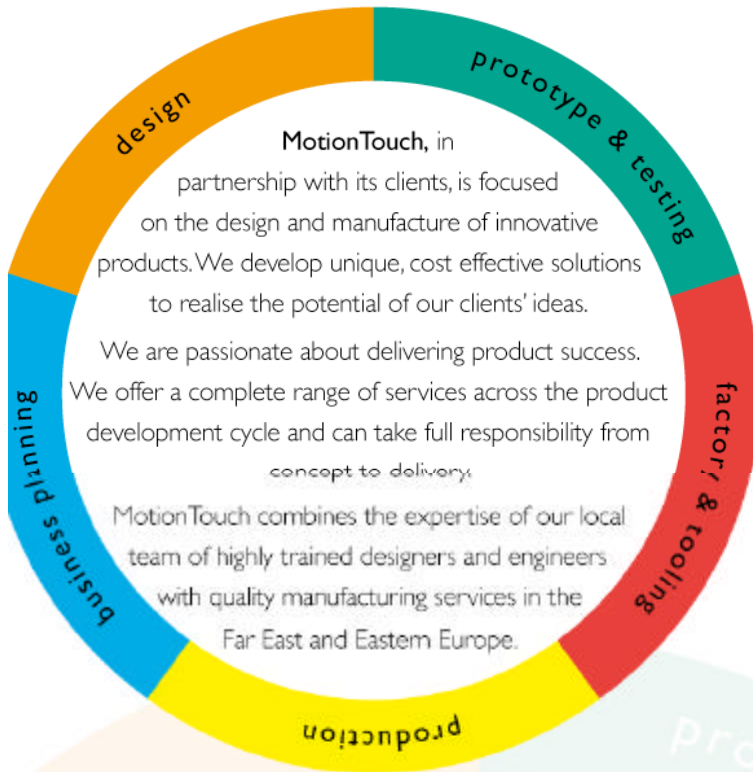


# WEARABLE, WATERPROOF VIDEO CAMERA SYSTEM SET TO CAPTURE EXTREME SPORTS MARKET

PRESS RELEASE – FOR IMMEDIATE RELEASE



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**MotionTouch, the innovative product design and manufacturing business, has worked with Predator Technology to produce a wearable, waterproof video camera system for the extreme sports market. The Predator VX360 takes great video, in situations other cameras can't cope with.**

Predator Technology commissioned MotionTouch to produce the VX360 – a totally rugged system designed to be worn by the adventure sports enthusiast, to capture rider's-eye footage.

MotionTouch and Predator joined forces and designed the system to be as extreme as the sports it's intended for - it is waterproof to three metres and robust enough to survive impact with rock and the abrasive effects of seawater.

The recording unit is worn on the arm and has large ergonomic buttons, which are easy to use on-the-go. The more frequently used the button, the larger it is. Footage can be recorded as a single film or as individual clips. The unit also features an integrated colour LCD screen to playback footage.

The eyeball camera, in a fully adjustable mounting, is worn on a headband. It's very tough but also lightweight. The 360° design means that the camera angle can be changed quickly and easily, to capture the action as it happens. Changes to the camera can be checked on the LCD screen.

The VX360 is ready for action. It comes with everything you need and is lightweight to wear, easy to operate and there's no need to lug around any other equipment.

Predator Technology approached MotionTouch with a clear objective – to deliver a product which would compete in looks and performance with products from the electronics giants. The VX360 meets that objective.

Certainly the VX360 is a good-looking product – but it also offers excellent video quality, which is easy to share and distribute via mobile phone or internet.

Plus, with the LCD on the unit, the footage can be viewed instantly, so you can show it off as soon as you're back on the beach or in the bar. There's no need to wait to replay the action.

Henry Powell, Client Director of MotionTouch commented "The VX360 allows footage of extreme watersports that was previously impossible to capture and its rugged construction means it keeps up with the action and exceeds the limits of standard equipment. The VX360 is testament to the power of collaboration – Predator came to MotionTouch with a brilliant idea and we all worked together to make it a reality."

Jon Porter, Founding Partner of Predator Technology added "Insert one battery, connect one cable, press one-touch-record and the VX360 is ready to capture every adrenaline filled second digitally. However the world gets to see the VX360 footage – via its own LCD screen, via tv screen, via computer, via the internet or mobile phone – it will amaze, shock and delight in equal measure.

For more information, a detailed spec or to purchase the VX360 visit [www.predatorworld.co.uk](http://www.predatorworld.co.uk) RRP £549.99

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## ABOUT MOTI ONTOUCH

MotionTouch partners its clients to realise the potential of great ideas and innovative thinking. Offering a complete range of services across the product development cycle – from initial concept, to prototype and production, MotionTouch can tailor a selection of its design and manufacturing services to support clients' specific needs. For more information visit our website: [www.motiontouch.com](http://www.motiontouch.com)

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