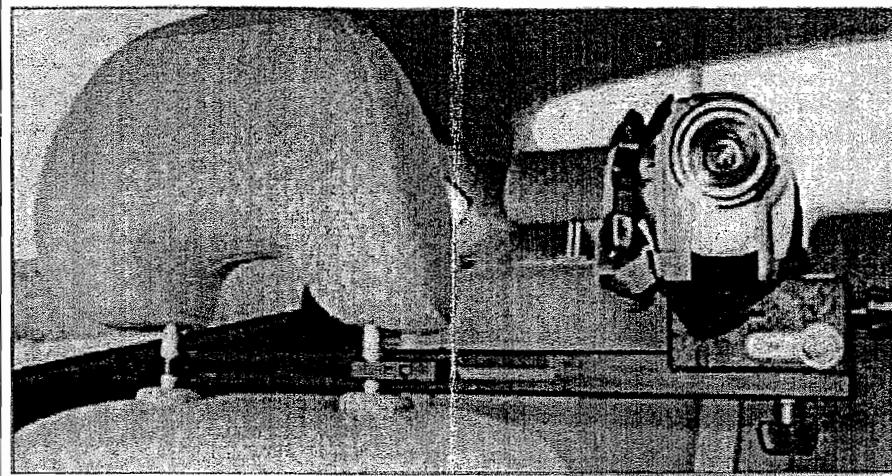


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⁵⁰⁷ In-auto camera installation now easy with new device

Most people are used to seeing security cameras in convenience stores and on public buses, but the notion of similar technology in your Ford or Honda is a relatively unique one.

One company is doing its best to make the concept more mainstream by manufacturing a video camera mount specifically for the average driver.

CruiseCam International Inc. started out creating a video imaging apparatus that integrated three video cameras, a recording device, a wireless microphone and a stealth microphone into a vehicle's existing passenger seat. Originally designed to replace dashboard- or window-mounted systems for law enforcement personnel and race car drivers, the camera and recording device was built into the seat to increase safety and provide a better viewing vantage point.

This design, the company says, provides complete containment of the system, away from the windshield and outside of the path of air bag deployment.

In that spirit, CruiseCam International has now created a mount for the mass market that weighs 1.5 pounds, works with all camcorders, can be installed in minutes and does not require the use of

tools. The InCarCruiseCam camera mount will be available in Ritz Camera stores starting in October.

Besides the obvious reasons for having a camera system inside your car, such as providing security from auto theft and related crimes, the company says this device can be an excellent training tool for first-time drivers.

"The CruiseCam camera mount reduces the liability for schools using video camcorders during over the road driver training and improves the students' understanding of what they did wrong by watching their video," said Scott Watkins, president and chief executive officer of CruiseCam International. "This is consistent with our corporate mission of being committed to improving vehicle safety."

Watkins notes that having a camera in a car can be beneficial because it holds drivers accountable, and thus improves driver performance. In the event of an accident, it can help establish proof of fault, as well as potentially minimize insurance costs and claims.

For more information, visit www.cruisecam.com. CruiseCam International is a publicly traded company under symbol CCMJ on the Pink Sheets.