



MEDIA RELEASE

Aussie invention may end GPS thefts

10 March 2010

The theft of GPS units from motor vehicles may soon be a thing of the past with Melbourne-based auto accessory company Who-Rae Australia developing the world's first in-car GPS security device.

The Maplock™ GPS anti-theft device enables users to easily secure their GPS unit. A two-part locking process, Maplock™ is simple and quick to install. The tether attaches around the steering wheel to keep the GPS in the vehicle. The Maplock™ then attaches over the GPS unit and locks with a key. Maplock™ fits most portable GPS units with screen sizes between 3.5 inch and 5 inch.

Additionally, the bright colours of Maplock™ are intended to deter thieves from breaking a window to gain entry to the vehicle.

Maplock™ will be available from April 20 in 265 SuperCheap Autos stores around the country and then in Dick Smith stores eight days later. It will then be rolled out to other major electronic and auto retailers around the country. Presales of the units have been available through amazon.com.

Who-Rae has also negotiating deals with major retailers in North America and Europe to sell Maplock™

Chris Pawsey who conceived the Maplock™ concept and is Who-Ray's Business Development Manager, said GPS-enabled devices remain a bright spot in a tough consumer electronics market.

"The potential sales of Maplock™ is enormous with annual sales of GPS units globally around 40 million – a figure that has been growing for several years," he said.

Even before it has hit retailer shelves, Maplock™ has been awarded for its ingenuity.

At the AAPEX (Automotive Aftermarket Products Expo) conference - the world's largest auto accessory trade exhibition - held in Las Vegas towards the end of 2009, Maplock™ won the prestigious Editor's Choice Award for Innovation and Excellence from the highly rated *Popular Mechanics* magazine. This was ahead of more than 5000 exhibitors on show (across both AAPEX & SEMA shows).

At the Consumer Electronics Show (CES) in Las Vegas in January, Maplock™ was again exposed to the US market. CES is the world's largest consumer technology tradeshow with 2,500 exhibitors and an attendance of 110,000.

“At both shows we had massive interest from a host of major US and international retailers and it looks promising for the future.”

He said the theft of GPS units globally is a huge problem and is on rise in virtually every country where portable GPS devices are sold.

“The theft of portable GPS units extends past the broken window. Thieves are now targeting people’s homes with the Home address function and then robbing their house whilst the victim is out. Maplock™ therefore, helps to protect your GPS unit, your car window and personal information which could be harmful in the wrong hands.

“Theft and break-ins in Australia continue to rise year-on-year. The cost to insurance companies is enormous with not only the replacement of the GPS unit but also the window that is usually broken to gain access to the car.

“According to the FBI in the US the number of thefts had increased by 700 per cent in recent years. Respected website justolen.net based in Boston estimates that 2.6 million GPS units will be stolen over the next two years – although they may have to revise their figures with the arrival of Maplock™.”

Maplock™ was developed and designed in Melbourne. Leading industrial design agency Cobalt Niche played an integral role including conducting user research, engineering trials and materials/component procurement.

Mr Pawsey said Who-Rae will attend several trade shows in Asia, Europe and the US this year to continue to promote Maplock™ to a global audience.

Release Ends

For images or further information please contact:

Emily Bellemore at Red Agency on +61 3 9670 8350 or at Emily.bellemore@redagency.com.au

Watch the Maplock™ video here: http://www.gpsMaplock.com/Maplock_movie.html

About Who-Rae Australia

Who-Rae Australia was started in 2002 by Ray Pawsey. It provides automotive accessories such as floor mats, sun shades and car seat covers to retailers in Australia, US, Canada and the UK. Who-Rae’s headquarters is in South Melbourne.