



## MEDIA RELEASE

# Aussie invention may end GPS thefts

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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 2 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" & 5".

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 March 2010 in the US, Canada, Europe, Australia and New Zealand.

Even before it has hit retailer shelves, Maplock™ has already been awarded. Who-Rae director Ray and Chris Pawsey recently took the device to the recent AAPEX (Automotive Aftermarket Products Expo) conference in Las Vegas, the world's largest auto accessory trade exhibition.

Of the more than 5000 exhibitors on show (across both AAPEX & SEMA shows), Maplock™ won the prestigious Editor's Choice Award for Innovation and Excellence from the highly rated *Popular Mechanics* magazine.

"At the show we had massive interest from a host of major US & international retailers and it looks promising for the future," said Chris Pawsey who conceived the Maplock™ concept.

"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 & personal information which could be harmful in the wrong hands.

“According to the FBI the number of thefts had increased by 700% 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™.”

Mr Pawsey said Maplock™ will have further exposure to the US market in January with a significant presence at the Consumer Electronics Show (CES) in Las Vegas from January 7 to 10. CES is the world’s largest consumer technology tradeshow with 2,500 exhibitors and an expected attendance of 110,000.

Maplock™ was developed and designed in Melbourne. Leading industrial design agency Cobalt Niche was briefed by Who-Rae on the concept and was able to develop the Maplock™ product including user research, engineering trials and materials/component procurement.

Maplock™ will fit most portable GPS units currently on the market.

#### **Release Ends**

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#### **Watch the Maplock™ video here:**

[http://www.gpsMaplock.com/Maplock\\_movie.html](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.