

THINKWARE Announces Launch of Its Versatile F790 Dash Cam That Will Spearhead THINKWARE's Push Into The Commercial Fleet

THINKWARE DASH CAM™

THINKWARE DASH CAM™ F790



With the commercial fleet market is one of the main sectors leading the UK's post-pandemic economic growth, [THINKWARE](#), the world-leading dash cam manufacturer, has today announced the launch of its brand new versatile F790 dashcam to spearhead its push into the market.

Designed with the fleet market in mind, the F790 dash cam will revolutionise the multi-camera market, previously the sole domain of expensive DVR systems.

As the latest addition to THINKWARE's F-series Dash Cam range, the F790 features a forward-facing 1080p FHD 140-degree camera equipped with HDR technology that enhances image contrast and improves clarity.

The feature list is comprehensive and includes the following:

- **WiFi connectivity** for camera management by the THINKWARE Link app and firmware update,
- **Super Night Vision with HDR** which reduces noise and enhances image quality in low light conditions, The F790 uses a combination of High Dynamic Range (HDR) and Noise Reduction technology to reduce noise and lens flare effects that typically affect nighttime footage.
- **Dewarping for both Front & Rear View Recording** - Dewarp technology minimizes an optical distortion caused by the lens of the camera. It takes footage from a dashcam and corrects the original shape to view the full video image without distortion.
- **Safety Camera Alerts** with automatic database update via the THINKWARE Link app,
- **ADAS** alerts, including FVCW, LDWS, FVDS, and low-speed FCWS for increased driver safety,
- **Parking mode**, including impact and motion detection, time-lapse, and ultra-energy saving mode giving up to 24 days duration
- **HEVC (High-Efficiency Video Coding)** format compresses high-resolution videos 1.7 times higher than the Advanced Video Coding format, giving correspondingly longer video recording time
- **Video feed** for the second channel, to drive an external monitor for DVS compliance or rearview camera applications

The mounting of the camera assembly on the windscreen is unique, with the cradle housing the GPS receiver being separate from the camera that slides into the mount. The cable connecting the power and rear camera accessories is a single flying lead coming out of the back of the cradle, making for a more permanent and professional-looking installation.

MB100 Multiplex box

(Separate additional mounting capabilities) The Mux box is compatible with the F200Pro, X700, and T700 LTE as well as the F790 and arrives in August as well as the new external cameras. This can share the additional option rear camera feed with up to 4 rear cameras, for all-round surveillance by a range of FHD cameras; internal, internal IR, external IR (for rear and side mounting) and streamlined side cameras, more suited to light commercial vehicles and passenger cars. Applications include convertibles, where internal rear cameras can't be mounted, taxi drivers who want internal surveillance as well as external, truck fleets that want to monitor driver behaviour as well as the outside of the vehicle, and the ever-expanding fleet of delivery vans.

DVS or Direct Vision Standard

For commercial vehicles that weigh 12 tonnes and above, they must comply with the DVS standard if

they want to drive in Central London, in a zone that stretches out to the M25 in places. The F790 can have a camera pointing down the side of the vehicle and a monitor can be switched on when the driver indicates left, providing the driver with a view down the side of the vehicle, to see if there are any cyclists or pedestrians that they need to be aware of. Failure to comply can attract a £550 per day fine.

Tim Sagar, THINKWARE's Business Development Manager, said: "The dashcam market has been growing exponentially due in part to an increased awareness of the effectiveness of dash cams. As a market leader in this space, THINKWARE is continuing to push the boundaries of innovation with newer and smarter dashcam products. We are pleased to announce the launch of our new F790 dashcam and associated accessories. The F790 marks THINKWARE's new drive into the fleet market, to complement the already popular F70 and F100 models that are already extensively used by fleets.

The F790 dash cam is available throughout Europe, including THINKWARE's EU stores, Amazon, the RAC, and a number of independent professional resellers, and is priced for a 1CH with a 32GB SD card at £199, and the rear and side cameras range from £60 to £130. The MB100 retails at £90.

For more information on the product and accessories, visit the THINKWARE websites at www.thinkware.com and www.thinkwardashcam.eu

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※ **About THINKWARE**

Global IT Corporation THINKWARE DASH CAM was founded in Korea in 1997.

Through consistent research and development in the field of smart car technologies, THINKWARE DASH CAM has established itself as the market leader in various sectors such as dash cams, electronic maps, navigation, and mobile applications.

Spearheading the competition with world-class image processing technologies and an intuitive, user-friendly interface, THINKWARE DASH CAM debuted in the US market in 2014. THINKWARE DASH CAM has confirmed it will be exporting its DASH CAM lines into 17 other countries including the US, Canada, UK, and Japan.

THINKWARE DASH CAM has continued to astound the industry with its world-class DASH CAM lines during its presence at global exhibitions like CES, SEMA, and IFA. For CES 2017, the world's largest consumer electronics show, THINKWARE received the Innovation Award of the Year for excellence in technology and design. The company has also received the IF Design Award and IDEA Award Finalist in 2017, as well as the Red Dot Design Award in 2017.

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