



ESCORT Radar Releases New Defender™ BlackBerry Smartphone App for Driver Early Warning Speed Trap Protection

ESCORT Radar, maker of the world's best radar and laser detectors, announced the release of its first ever BlackBerry Smartphone Application, the all new ESCORT Defender™ Speed Trap Early Warning Database. The new ESCORT Defender™ BlackBerry Smartphone App provides BlackBerry Smartphone users with the ability to receive early warning notification of approaching speed traps, speed cameras, red light cameras and other high target traffic citation threat areas.

West Chester, Ohio ([PRWEB](#)) January 7, 2010 -- [ESCORT Radar](#), a leading manufacturer of automotive electronic accessories, announced the release of its first ever BlackBerry Smartphone Application, the all new ESCORT Defender™ Speed Trap Early Warning Database. The new ESCORT Defender™ BlackBerry Smartphone App provides BlackBerry Smartphone users with the ability to receive early warning notification of approaching speed traps, speed cameras, red light cameras and other high target traffic citation threat areas. “Savvy drivers are aware that many cameras and speed traps are located in highly traveled areas.” said Tim Coomer VP of Product Development. “They also know that the use of speed and red lights cameras is increasing across the country. The ESCORT Defender™ BlackBerry Smartphone App will help drivers become more aware of high risk areas and keep them ticket-free in these highly targeted locations.” added Coomer.

Based on ESCORT’s shootout winner, the Defender™ BlackBerry Smartphone App can be downloaded directly from the BlackBerry App World site. The Defender™ application, like most BlackBerry Smartphone apps, is an automatic installation. Once turned on, the Defender™ app works continually to protect drivers instantaneously by using GPS navigation and stored reliability points used as traffic alert information—the data points are communicated to the BlackBerry Smartphone via the BlackBerry mobile phone network so drivers are protected anywhere they drive throughout North America. In a recent head-to-head test conducted by RadarTest.com, the Defender™ database scored head and shoulder above all other competitors for overall accuracy. According to RadarTest.com, the Defender™ Database accurately identified 95% of all camera locations tested, while the next closest competitor only identified 66% of these locations.

The new ESCORT Defender™ BlackBerry Smartphone App provides drivers real time early warning of law enforcement speed traps, speed cameras and red light camera intersections, all without the need and expense of purchasing any electronics or associated hardware. Defender™ eliminates the need for any added hardware, installation, windshield mount devices or wires. ESCORT Defender™ is based on a living database that is continually scrutinized and updated in order to maintain the integrity of the North American Defender™ speed trap early warning operation. With professional researchers continually canvassing every possible trap location, the Defender™ database is always current. Unlike many competitor systems, which rely heavily on unqualified and frequently incorrect user inputs, the early warning ESCORT Defender™ database contains data points that are accurate, reliable and location alerts that can be completely trusted by the driver. New data points are entered as known traps, camera locations or other high profile threat areas. Defender™ doesn’t stop there—once activated, new data points and database locations are never left permanent but are continually verified for reliability and accuracy, another major difference between the ESCORT Defender™ BlackBerry Smartphone App and all other competitor products.

Driving with the ESCORT Defender™ BlackBerry Smartphone App is a true ‘peace of mind’ experience.



That's because drivers can trust that the Defender™ database will alert them to new threats even when traveling in unfamiliar territory. They will still be covered thanks to the international North American complete Defender™ network—no traps can remain hidden with Defender™ on the search. With trusted coverage that goes anywhere and everywhere, drivers will no longer have to worry about being distracted with continually scanning off the road in order to prevent being caught in an unknown trap. With Defender™ you never have to look away to find the traps—drivers remain focused on the road and driving safety significantly improves.

The ESCORT Defender™ Smartphone App follows the recent SmartMirror™ GPS Navigation unit and the Entourage Personal Security product releases. The invitation for ESCORT customers: 'don't just drive ... Drive Smarter!'

The new ESCORT Defender™ BlackBerry Smartphone App can be seen in detail by visiting the [BlackBerry Smartphone App World](#) site.

About BlackBerry / Research In Motion (RIM)

Research In Motion is a leading designer, manufacturer and marketer of innovative wireless solutions. RIM's portfolio of award-winning products, services and embedded technologies are used by thousands of organizations around the world and includes the BlackBerry® wireless platform. Founded in 1984 and based in Waterloo, Ontario, RIM operates offices in North America, Europe and Asia Pacific (www.rim.com or www.blackberry.com).

About ESCORT, Inc.

ESCORT Inc. is the leading manufacturer of high-performance radar and laser detectors, GPS enabled products and other Drive Smarter products. ESCORT manufactures products under the ESCORT, [PASSPORT](#), [SOLO](#), Vector and [BELTRONICS](#) brands. The company is headquartered in West Chester, Ohio with its principal manufacturing facility located in Mississauga, Ontario, Canada.

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