



Media Contact:  
Mary Jane Carroll  
Verde PR & Consulting  
[mj@verdepr.com](mailto:mj@verdepr.com)  
970.259.3555

## Smaller and Smarter: Drift Unveils New Drift HD Point of View Camera

**Boyer City, Mich. (July 26, 2011)**- Point of view cameras are one of today's hottest commodities in countless markets and demographics. The growth trend has invigorated camera technology advancements, recorded the most extreme events in history and firmly established bragging rights in action sports communities. [Drift](#), an innovative point view camera manufacturer, is proud to announce the global launch of the new Drift HD point of view camera.

The new compact, durable, easy-to-use **Drift HD** camera elevates the point of view camera market to a higher level with the most feature-rich, multi-functional helmet camera available to date. To view the new camera in action, please visit, <http://vimeo.com/driftinnovation/new-drift-hd-camera>.

Drift's signature features such as the integrated LCD screen, wireless remote control, 300-degree rotating lens, 170-degree field of view, multiple mounting options, water resistant casing and professional-grade 1080p/30fps and 720p/60fps high-definition video settings will be incorporated into the new Drift HD. Additionally, the Drift HD will include:

- More compact housing, 4 inches and 4.23 oz.; 25 percent smaller than its predecessor
- Replaceable lens
- 9 MP photos
- Second rear cover to protect the camera when using an external mic or a USB charger
- Micro HDMI connector for HD TV playback
- LED recording indicator
- New goggle strap in addition to the curved and flat adhesive mounts, paired with a universal clip for multiple mounting options



The Drift HD will be available to buy on August 31, 2011. MSRP, \$369USD.

"We are very fortunate for the trusted and solid platform of customers who have provided Drift with support, enthusiasm and effective product feedback," said John Rounds, Drift's global sales and marketing director. "They have allowed us to invest in the best technologies available, in order to propel the Drift brand to the next level."

For a full list of specs and features, please visit: [www.driftinnovation.com](http://www.driftinnovation.com), or check out the Drift cameras in action here, <http://vimeo.com/driftinnovation/drift-hd>.

**About Drift:**

Drift is a wearable Point of View Camera product company offering consumers wide-angle recording capabilities to capture all their adventures and activities. Designed with smart real-life use features, it is highly recommended by the specialists in outdoor sports, motorsports, and snow sports. Drift captures the action from every individual's point of view and offers easy ways to share and re-live the experience with friends and family. For more information about Drift Innovation, visit [www.driftinnovation.com](http://www.driftinnovation.com).