



DRIFT
GET OUT THERE

Drift Press Kit 2011

Outdoor Retailer Summer Market 2011

Booth #39142



[Drift HD Action Sports Camera Video Clip](#)

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

New Action Sports Camera to Debut at Outdoor Retailer Summer Market 2011

Boyne 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://driftinnovation.com/drift-hd-action-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 present to preview at [Outdoor Retailer Summer Market 2011](#) at Booth #39142 and 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, or check out the Drift cameras in action here, <http://vimeo.com/driftinnovation/drift-hd>.

About Drift (Booth #39142):

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.



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Drift Announces Distribution Partnership with Summit USA

Experienced Distributor brings growing brand domestic coverage from coast to coast

Boyer City, Mich., (August 4, 2011) – Effective immediately, [Summit Distribution](#) joins forces with [Drift Innovation](#) point of view cameras in the U.S. markets. Summit Distribution is one of the largest wholesale distributors of hands-free HD video cameras and top-quality waterproof/protective solutions in the USA, representing 21 companies with over 1,100 products. They will be specializing in Drift's consumer electronics market.

Summit Distribution is a respected player in the world of consumer electronics. They have deep market penetration, which is the result of top-notch professionalism and unsurpassed business acumen. Summit's partnership with Drift will elevate the Drift brand in the U.S. consumer market.

"Teaming up with Summit Distribution is a very positive step for Drift," said John Rounds, Drift's global marketing and sales director. "They bring a lot of experience, polish and reach to the Drift brand. We look forward to this successful partnership opportunity."

Summit Distribution will offer Drift's [HD170 Stealth](#), along with all their [accessories](#), including the recently introduced [waterproof case](#).

"We are excited to add the Drift Innovation brand to our distribution line," said Larry Locks, president of Summit Distribution. "Their sleek, state-of-the-art wearable cameras are a natural fit for any outdoor sports enthusiast. The ease of use and innovative features are sure to make them a top-seller. With marketing and sales support from Summit Distribution, we hope to make Drift products more visible and popular in our ever changing market."

For more information about Drift please visit: <http://driftinnovation.com/>
To learn more about Summit Distribution, check out: <http://www.usasummit.com/>

For all retail and trade inquires please contact Summit Distribution at 516-628-8486 x 213 or via e-mail at llocks@usasummit.com. Drift will be exhibiting at [Outdoor Retailer Summer Market](#) with Summit USA at booth #39142.

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Drift Innovation Announce Sponsorship of La Parva's Eye of the Condor Competition

New cameras support Chilean Ski area's inaugural photo and video contest July 29-August 5.

Santiago, Chile, (August 4, 2011)- [Drift](#), makers of innovative wearable HD point of view cameras, and their Chilean distributors, [Drift Chile](#), are proud to team up with a strong roster of sponsors and [La Parva](#) ski resort in Chile, to announce the inaugural [Eye of the Condor](#) photo and video competition.

The Eye of the Condor is a photo and video competition featuring teams of elite winter athletes, videographers, and photographers battling over five days, July 30 to August 5, to produce the most compelling photo portfolio and 3-5 minute video segment on the breathtaking yet challenging terrain of La Parva resort, just outside of Santiago, Chile. Competing teams include K2, KLINT, Discrete, Dubsatch, and Optimus Prime and feature world-class athletes such as J.T. Holmes, Sean Petit, Leo Ahrens, and Tanner Rainville.

Officially, this is the first event to be sponsored with the freshly released [Drift HD](#) point of view camera. The new Drift HD is the latest innovation in the POV camera market, featuring a shorter body, replaceable lens and new rear hatch design while preserving Drift's signature features such as an integrated LCD screen, 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.

Drift is also providing each team with the all the [accessory](#) tools desired, including: monopods, SD cards and plethora of mounts. Teams will be required to dedicate at least 45 seconds of their 3-5 minute videos to POV footage filmed with these cameras.

"It is a privilege for Drift to be involved in such a world-class inaugural event," said John Rounds, Drift's global marketing and sales director. "The video competition will be a quintessential event to showcase the new Drift HD."

Beyond its competitive aspect, the Eye of the Condor event will reach out to the local community with a photography contest for local Chilean students and seminars, photo retrospectives, and other events that seek to examine the roll that action sports and photography play in society at large.

Stay tuned on Drift's [Facebook](#) wall and [Twitter](#) feed for live action shots and footage from the event. Check out this video to kick off the event:

<http://www.vimeo.com/27008599>. For more information about Drift Innovation Cameras please visit, <http://www.driftinnovation.com/> or for the Drift Chile website please visit, <http://www.driftinnovation.cl/>. To learn about the Eye of the Condor event and other teams and sponsors visit <http://www.eyeofthecondor.com>

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