

PRESS RELEASE

ASSIST creative resources Ltd
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GoBandit lets you share your adventures with the world

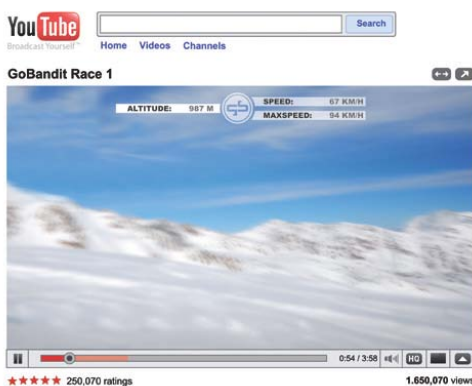
The world's first GPS enabled HD action camcorder from GoBandit takes recording your adventures to a whole new level.

Just fasten the GoBandit to your helmet or equipment, shoot your HD quality footage and then edit your clip and add a performance skin to create truly awe inspiring videos that let you relive your ultimate experiences again and again. It really is that simple.

Advanced 3D GPS technology enables the GoBandit to calculate your altitude, current and maximum speed and log your position on a map, ensuring that you capture every adrenaline-fuelled moment no matter where your adventures take you.

Whether you are hurtling down the slopes, biking around steep terrain or even launching yourself out of an aeroplane, GoBandit lets you record your adventures like never before and this durable action camera, with a waterproof body and toughened lens, can even be used when jet skiing or surfing the waves.

With the ability to record high quality 720p HD videos or capture 5MP HD stills, the GoBandit puts you firmly in control and the easy-to-use GoBandit editing software makes customising your clips effortless.



Cut your clip as desired and add a customisable skin that displays your performance data just like the professionals to produce your perfect video. Once finished you can upload your clip to your favourite social networking site such as YouTube or Facebook or directly to GoBandit.com and let the world experience the thrill of your action-packed adventures.

Weighing just 145g, the GoBandit is compact and lightweight and comes with a variety of optional mounting brackets that let you quickly connect the camera to your helmets and equipment. Capable of recording up to 2 hours of footage, the GoBandit includes a removable SD card and is SDHC compatible with a maximum memory capacity of 32GB.

Combining the latest in video technology with integrated GPS technology, GoBandit is the ultimate in high-definition sports video cameras and will be launched in the UK at stand OU410 at the Outdoors Show and TriLive between the 26th and 28th March.

SRP: £299.99 (inc VAT)

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For more information about this press release, please contact the media division:

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For additional brand product information: www.assist.co.uk/brands/gobandit

The Media Division will be unveiling many innovative new media strategies across a wide variety of communication platforms over the next few weeks. You can keep up to pace with the development by visiting our press room: www.assist.co.uk/press-room

About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training.

Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.