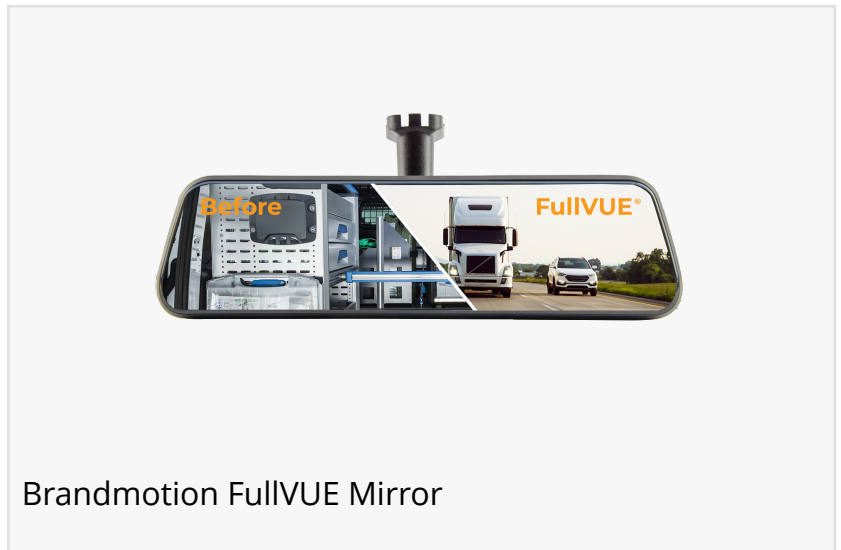


Brandmotion Lets Commercial Drivers See More Than They've Ever Seen Before

Full HD video screen gives drivers a completely unimpeded rear view for the first time

SOUTHFIELD, MI, UNITED STATES, January 6, 2021 /EINPresswire.com/ -- Brandmotion, leading developer of automotive safety technology, is making it possible for commercial drivers to get a completely unimpeded rear view for the first time. The FullVUE® Rear Camera Mirror (FVMR-1150) is a versatile new safety and convenience aid that replaces the traditional rear-view mirror with a full HD video screen, helping drivers see more than ever before.



The FullVUE Mirror has become one of the most popular products that Brandmotion offers to consumer and fleet drivers. Now, Brandmotion is making this revolutionary product available to commercial customers as well.

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Commercial truck drivers can now see the road behind them with an unimpeded view. Eliminating rear-view obstructions and blind spots means saving lives, and that's what we're all about.”
Jeff Varick

[The FullVUE Rear Camera Mirror](#) improves on the conventional mirror by providing a clear high-definition view, with no obstructions from passengers, headrests, or cargo. The vision system provides a 170-degree-wide field of vision, three times larger than the traditional view with a 9.66” LCD Screen and 1080p high-definition camera. The mirror also features a built-in front camera with DVR to provide all the benefits of a dash cam. The camera has

been upgraded to an IP-68 rated commercial-grade camera for the rugged applications many commercial vehicles operate in.

“We are very excited about this product, mainly because we know it will positively impact customers’ lives,” said Jeff Varick, CEO and Founder of Brandmotion. “Commercial truck drivers

can now see the road behind them with an unimpeded view, since the camera mounts outside the vehicle. Eliminating rear-view obstructions and blind spots means saving lives, and that's what we're all about."

Because Brandmotion's mission is to reduce distractions that cause road collisions, the vision system is seamlessly integrated into the vehicle. The FullVUE Mirror looks like a standard OEM component, so that commercial drivers have a completely uninterrupted driving experience.

Brandmotion provides commercial customers with retrofit versions of innovative products that are available on newer vehicles. The goal is to equip fleets with the most outstanding safety technology, today — not years from now, when trucks are eventually replaced. The FullVUE Mirror is a ground-breaking product similar to the always-on rear camera mirror found on many newer vehicles, which provides dramatically improved rear visibility.

"We believe that all customers should have access to the latest safety features. Our mission is to help make commercial vehicles safer, and this product aligns perfectly with that. Brandmotion provides the highest quality retrofit vehicle safety solutions that people can trust." said Varick.

About Brandmotion: Since 2005, Brandmotion has been working continuously to reduce the number of lives lost on our roads due to traffic accidents. Specializing in the design, integration, and distribution of emerging automotive safety technology, Brandmotion is a recognized leader among aftermarket installers of mobile electronics. The company was awarded 2020 SEMA Best New Performance Product Finalist Award, 2018 SEMA Best of Show Award, 2018 SEMA Best New Van/Pickup/Sport Utility Product Award, 2016 SEMA PRO Manufacturer of the Year honors at the SEMA Show in Las Vegas.

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