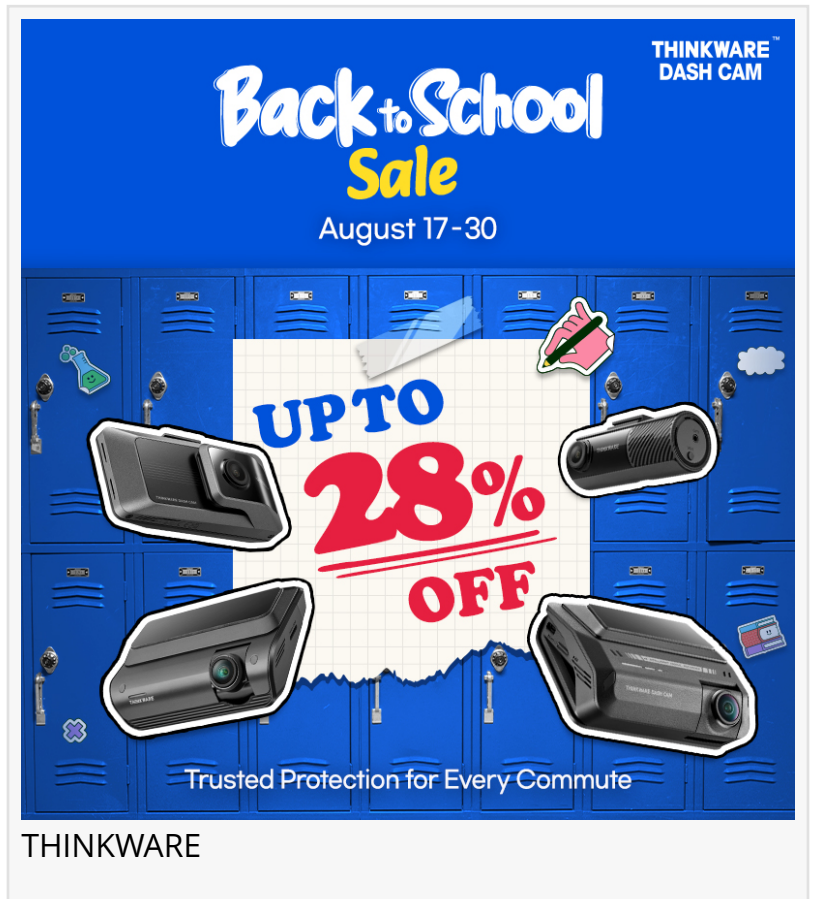


THE DASH CAM: THINKWARE Launches Back-to-School Sale on Dash Cam Lineup

Limited-time promotions offer savings on select dash cams as families prepare for school

SAN FRANCISCO, CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- THE DASH CAM: THINKWARE, a world-leading dash cam manufacturer, today announced its annual Back-to-School Sale, offering savings on select dash cams across its range of models in both the US and Canada.

The sale will feature different models on sale during various times between August 17-30 in the US, and August 14-27 in Canada. The sale comes as families prepare for the start of the new school year, with daily commutes, school drop-offs, college move-ins, and extracurricular activities having parents considering new ways to ensure their children's safety away from home.



The Back-to-School Sale includes discounts on several of THINKWARE's most popular dash cams, ranging from compact entry-level models to premium systems with high-resolution recording and advanced parking surveillance technology.

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The back-to-school season brings a noticeable increase in traffic as families return to daily routines”

a THINKWARE representative

US Back-to-School Sale Highlights (August 17-30)

□ F70 PRO – Sale: \$89.99 (MSRP: \$119.99): A compact Full HD dash cam featuring built-in Wi-Fi, parking surveillance

capabilities, and Advanced Driver Assistance System (ADAS) alerts.

□ ARC 700 (micro SD card not included) – Sale: \$259.98 (MSRP: \$309.99): A dual-channel dash cam offering 4K front and 2K rear recording, Super Night Vision 2.0, 5GHz Wi-Fi connectivity, and support for radar-assisted parking mode.

□ ARC 700 – Sale: \$289.98 (MSRP: \$329.99): Featuring 4K front and 2K rear recording, the ARC700 combines high-resolution video capture with advanced parking surveillance capabilities and seamless connectivity.

□ ARC 900 – Sale: \$335.99 (MSRP: \$419.99): THINKWARE's newest ARC-series model records 4K UHD video from the front camera and 2K QHD video from the rear at up to 60 frames per second. Features include dual Sony STARVIS 2 image sensors, Dual HDR processing, Super Night Vision, built-in ADAS functionality, Wi-Fi 6 connectivity, and a 3.5-inch IPS LCD display.

□ ARC – Sale: \$179.99 (MSRP: \$249.99): One of the best deals at 28% off MSRP, the ARC is designed for everyday driving, ARC delivers advanced recording capabilities, parking surveillance, and seamless smartphone connectivity in a compact form.

The U.S. sale also includes the Q200 (1CH) at \$119.99 and U3000 PRO at \$549.99.

Canada Back-to-School Sale Highlights (August 14-27)

□ ARC 900 – Sale: CAD \$549.99 (MSRP: CAD \$589.99): THINKWARE's newest ARC-series model records 4K UHD video from the front camera and 2K QHD video from the rear at up to 60 frames per second. Features include dual Sony STARVIS 2 sensors, Dual HDR processing, Super Night Vision, built-in ADAS functionality, Wi-Fi 6 connectivity, and a 3.5-inch IPS LCD display.

□ U3000 PRO – Sale: CAD \$699.99 (MSRP: CAD \$749.99): The latest version of THINKWARE's flagship lineup featuring true 4K front and 2K rear recording, Dual HDR processing, intelligent parking surveillance features, and enhanced nighttime image quality.

□ Q200 (2CH) – Sale: CAD \$249.99 (MSRP: CAD \$299.99): A dual-channel dash cam featuring 2K QHD front recording and Full HD rear recording, Super Night Vision, built-in GPS and Wi-Fi, and advanced parking surveillance functionality.



Other dash cam models on sale in Canada during the Back-to-School promotion include the F70 PRO (CAD \$99.99), ARC (CAD \$229.99), and ARC 700B (No Memory) (CAD \$359.99).

"The back-to-school season brings a noticeable increase in traffic as families return to daily routines," said a THINKWARE representative. "Whether it's driving children to school, commuting to campus, or navigating busy parking lots, a dash cam can provide valuable video evidence and added peace of mind throughout the school year."

The THINKWARE Back-to-School Sale will be available through official THINKWARE sales channels while supplies last.

For more information and to shop the Back-to-School Sale, visit THINKWARE's official website and Amazon store.

About THINKWARE

THINKWARE DASH CAM, a global IT company founded in Korea in 1997, has become a leader in smart car technologies through consistent research and development. Its expertise spans dash cams, electronic maps, navigation, mobile applications, and tablet PCs. With world-class image processing technology and a user-friendly interface, THINKWARE DASH CAM entered the U.S. market in 2014. It now exports its dash cam lines to 17 countries, including the U.S., Canada, the UK, and Japan. THINKWARE has impressed the industry at major global events like CES, SEMA, and The Gadget Show Live, winning the CES Innovation Award of the Year and prestigious honors such as the IF, IDEA, and Red Dot Design Awards.

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