



***BLACKVUE***™  
**DASH CAMERAS**



A Cloud Dashcam Leader

## We provide **Peace of Mind** to All vehicle owners.

Pittasoft is a privately owned company doing business as BlackVue.

We design and build the world's most technically advanced dashcam products and services for private and commercial vehicles.

**55k** Monthly Connected Cameras

**100** Dashcam Models Launched



## About Pittasoft



### Anytime. Anywhere.

Pittasoft has been setting the standard in car dashcam technology since 2007, offering cutting-edge solutions and innovative connectivity options.

Anytime, anywhere, BlackVue Cloud provides instant access to playback, remote Live View, and video sharing as well as peace of mind with emergency alarm notifications, location tracking, and backup of important footage.

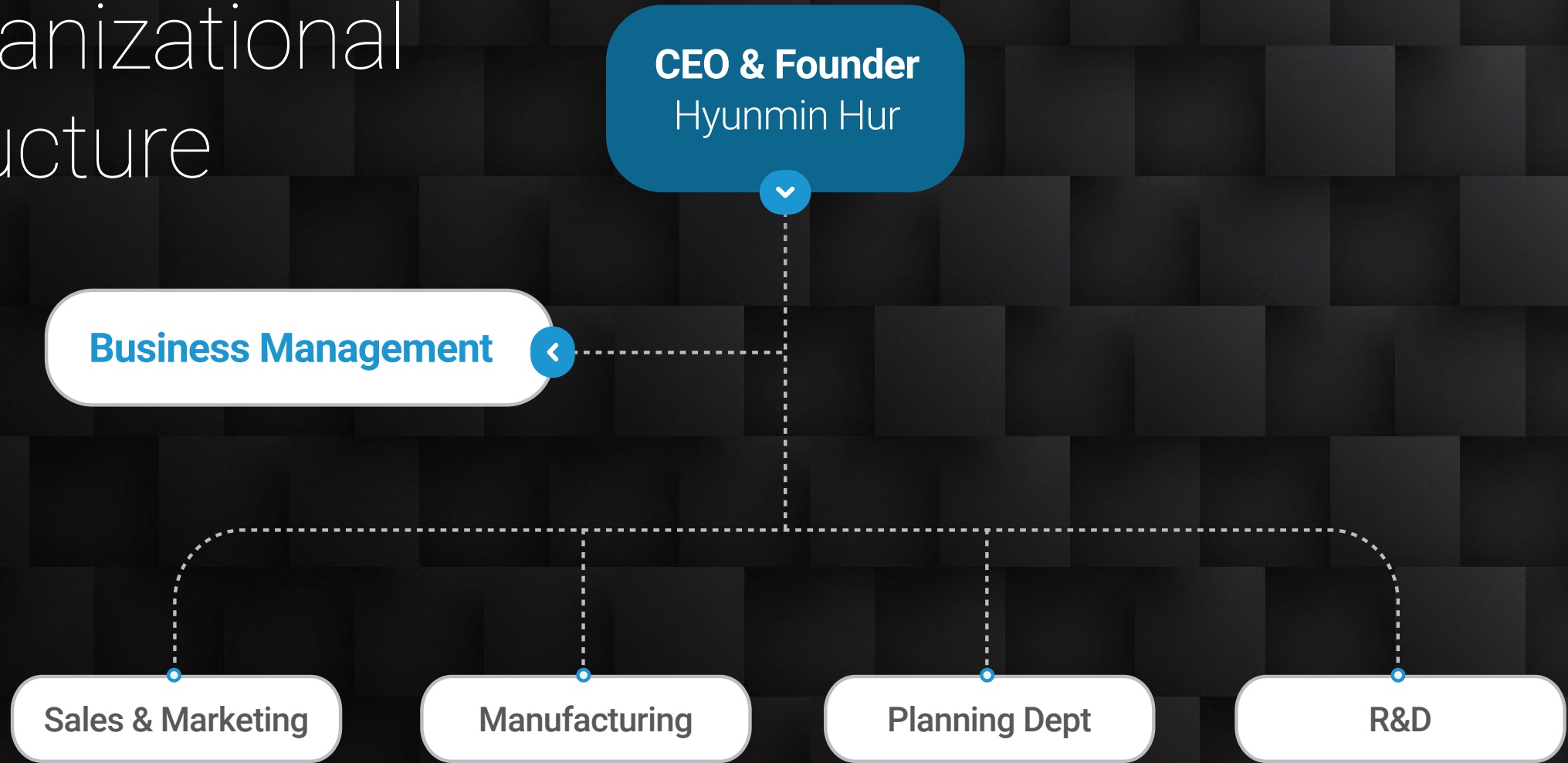
The company's commitment to quality control and safety is evident through their EMS factory's global certification.

# 01 Company Overview

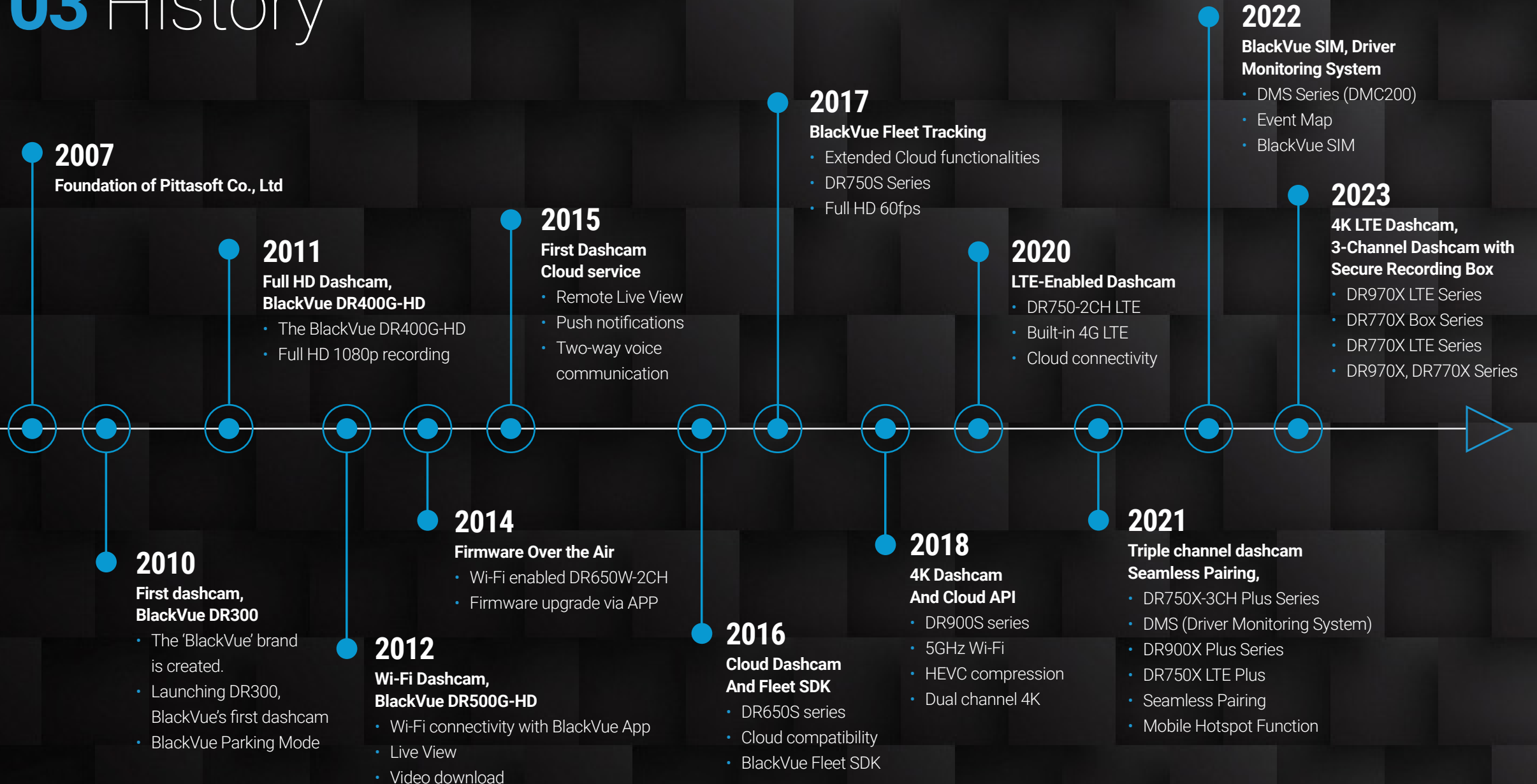
<b>Founded</b>	2007. 07. 02
<b>Annual Revenue</b>	\$40M USD, 2022FY
<b>Overseas Office</b>	US RMA Center, Philippines Call Center
<b>CEO</b>	Hyunmin Hur, Ph.D. CEO & Founder
<b>Employees</b>	85+ as of 2023.02
<b>Brand</b>	BlackVue Dash Cameras   BlackVue Cloud   Fleet Tracking
<b>Website</b>	<a href="http://www.blackvue.com">www.blackvue.com</a>   <a href="http://www.blackvuecloud.com">www.blackvuecloud.com</a>
<b>Main business</b>	
<b>Hardware</b>	Dash Camera, LTE Connectivity Module, Parking Mode Battery
<b>Software</b>	App, Web Viewer, Cloud & Service, Fleet Tracking & SDK

# 02

## Organizational Structure



# 03 History





# PITTASOFT

## Our Vision

Since its foundation, Pittasoft has owed its success to a razor-sharp focus on making the best dashcams in the world, both in terms of image quality and connectivity. Our dashcams use the best components, from lenses and sensors to GPS and Wi-Fi modules, and are packed to the brim with innovations. But most importantly, we strive to make products that make sense for our customers, products that are easy to use and bring real value to users on a daily basis.

## Our Mission

While maintaining its lead in the dashcam market in spite of strong competition, Pittasoft has been working on new ways to connect people and their car, through the use of cloud computing.

BlackVue Cloud is the embodiment of this new development. With its brilliant simplicity, BlackVue Cloud opens a new world of possibilities for all drivers who want to do more with their dashcam and improve their safety.



Pittasoft is the corporation behind BlackVue™. Pittasoft's vision is to make its users' lives easier and safer. It does so by creating products that are useful without getting in users' way.

We believe that technology should rhyme with simplicity. That's why we keep a constant focus on improving the user experience with each new iteration of our products and services.

The name Pittasoft comes from the Pitta family of birds, known for their bright plumage.



BlackVue™ is the brand under which Pittasoft operates globally. After pivoting from IP-based security cameras to dashboard cameras, Pittasoft adopted the name BlackVue, in reference to "black boxes" which is the name given to dash cams in Korea, while reprising the bird logo.

BlackVue is all about creating the best dash cams in the world. BlackVue thrives to harness advanced hardware and software technologies to deliver products that resonate with its forward-thinking customers.

The BlackVue logo is often adapted to represent its sub-categories of products and services.



# 06 Product Overview

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## Dashboard Cameras

BlackVue's distinctive dashboard cameras have earned the brand a strong following worldwide for their sleek design and reliability. The BlackVue dashcam lineup forms the core of the BlackVue ecosystem of products and Cloud services. As one of the first dashcam brands to take advantage of smartphones and Wi-Fi technology, BlackVue has kept refining its products over the years. This led to the introduction of 4K UHD recording as well as LTE capability to take advantage of BlackVue Cloud, its proprietary dashcam Cloud platform for individuals and businesses.

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## BlackVue App and Viewer

Using the BlackVue App (iOS/Android), users can stream Live View, watch videos and manage dashcam settings. With Web Viewer, users can access their BlackVue from any browser.

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## BlackVue Cloud

BlackVue Cloud connects users to their car through the Cloud, allowing them to better protect their individual or fleet vehicles.

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## BlackVue Fleet Tracking

Built on the BlackVue Cloud architecture, BlackVue Fleet Tracking is a simple dashcam-based vehicle tracking solution for fleets of up to a thousand vehicles.

## Developer tools: Fleet SDK

For projects that require high level of customization, BlackVue provides tools that allow developers to integrate BlackVue dashcams into existing fleet tracking solutions or address specific needs.

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## Accessories

### Parking Mode Accessories

Parking Mode accessories include hardwiring kits and battery packs to allow the dashcams to monitor their owner's car while parked, without draining the vehicle's battery.

### Connectivity Module

With compatible BlackVue Dashcam, the Connectivity Module is powered by the dashcam and provides 4G LTE connectivity. It allows users to connect the dashcam to BlackVue Cloud and receive notification to the phone.

### Other Accessories

BlackVue also designs tamper-resistant mounts as well as a range of power and video cables, lens filters, etc.

# 06 Flagship Model

## DR970X LTE

### The Ultimate 4K LTE Cloud Dashcam

- 4K UHD (Front) / Full HD (Rear)
- Front - 8-Megapixel CMOS Sensor  
Rear - STARVIS™ CMOS Sensor  
(Approx. 2.1 M Pixel)
- Seamless Pairing with BlackVue App
- Adaptive Format Free File System
- Event File Protection
- Built-in Parking Mode voltage monitor for vehicle battery protection
- Scheduled Reboot in Parking Mode
- Built-in Wi-Fi (2.4/5GHz) & GPS
- Impact and Motion Detection
- Car Mobile Hotspot function
- Also available in Full HD version: DR770X LTE

# 06 Dashcams & Accessories



**DR770X Box Series**  
Triple Camera Protection  
Secure Recording Unit



**DR970X Series**  
4K/Full HD Dual-Channel  
Cloud Dashcam



**DR770X Series**  
Dual Full HD Cloud Dashcam

HIGH END



**DR590X Series**  
Dual Full HD | Wi-Fi Dashcam

ENTRY LEVEL



**Driver Monitoring Camera**  
AI powered Driver Monitoring Camera  
Alerts for Distraction and Drowsiness



**Truck Camera**  
Waterproof  
Infrared Light for Night Vision



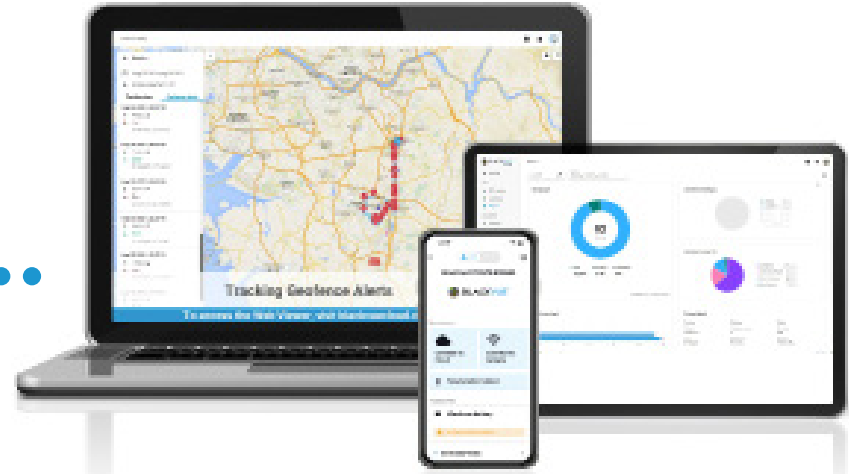
**Interior IR Camera**  
Infrared Light for Night Vision  
In-cabin Recording



**B-130X**  
Power Magic Ultra Battery



**CM100GLTE**  
LTE Connectivity Module



## 07 Cloud Service

### BlackVue Cloud and Fleet Tracking

BlackVue Cloud is the first dashcam-dedicated Cloud service launched in 2015. Push Notifications, Remote Live View, GPS-tracking, Real-time Cloud backup, the possibilities are endless. BlackVue Cloud is all about using dashcam to its full potential, so that users and their car are always connected.

BlackVue Fleet Tracking further expands upon BlackVue Cloud features to let business owners track and protect whole fleets of vehicles using just dashcams.

### App and Viewer

Manage your Cloud Dashcam from any device BlackVue has built a whole suite of mobile and desktop applications to interact with their dashcams. The BlackVue App is available for iOS and Android devices, while the BlackVue Viewer lets users manage their videos from the comfort of their Windows or macOS computer. Finally, the Web Viewer lets anyone access and control their Cloud-connected BlackVue from any web browser.

BlackVue empowers telematics service providers and other relevant system integrators to embed video and data from the necessary configuration system of BlackVue dash camera directly into their application.

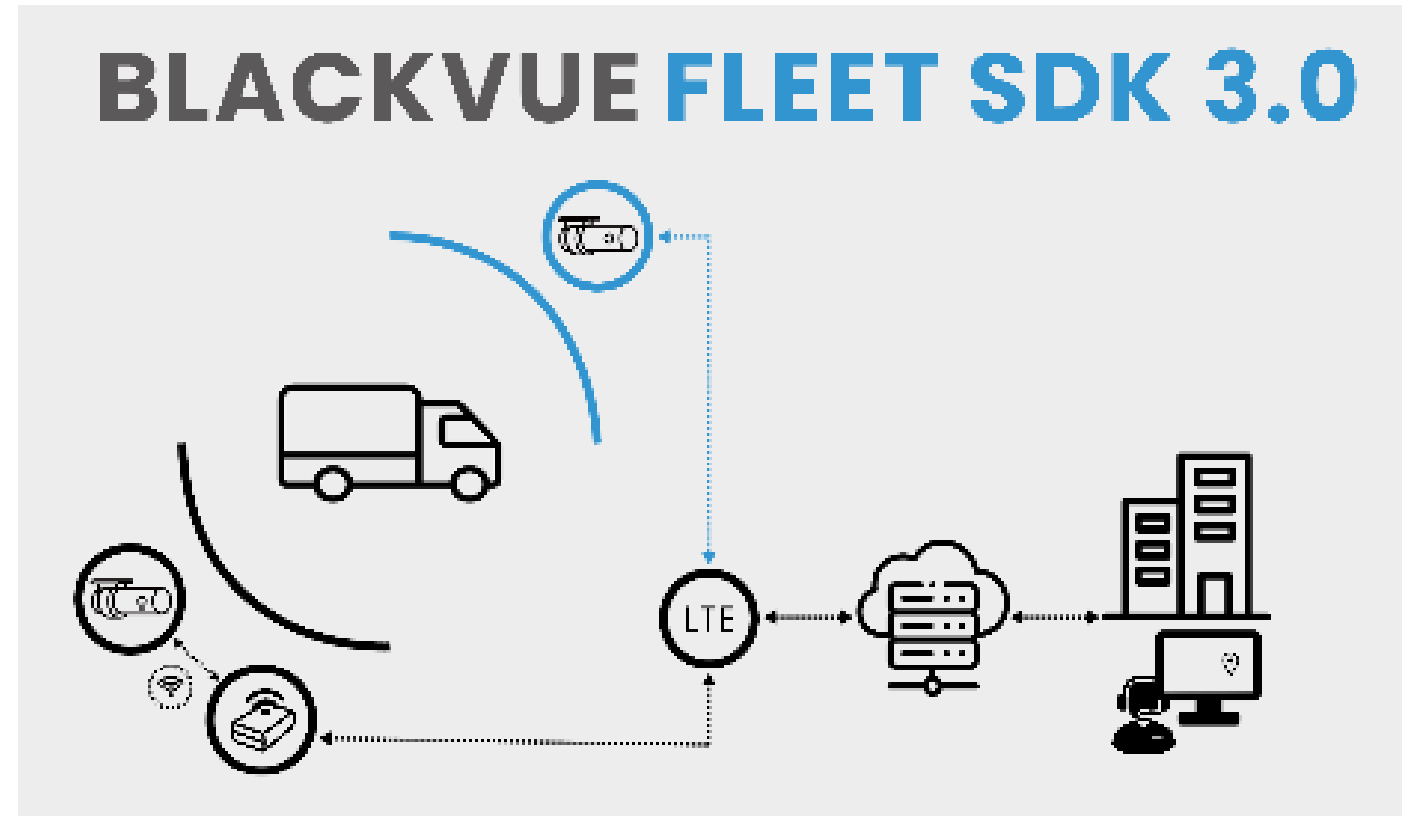
## Integration Methods

### BlackVue only (RP Mode)

The Reverse Proxy (RP) mode lets you connect BlackVue cameras to your own servers using a mobile Wi-Fi router of your choice so you can use BlackVue cameras as your main on-board telematics devices.

### BlackVue + Telematics (AP/STA Mode)

The Access Point (AP) and Station (STA) modes let you operate BlackVue cameras via your on-board telematics devices over Wi-Fi. For example, you can issue commands to transfer footage to your on-board telematics devices. This allows easy integration with your existing infrastructure.



## 08 Developer Tools

# 09 BlackVue Innovations



## Parking Mode

BlackVue has been a pioneer of Parking Mode, allowing vehicle owners to leave their vehicles under video protection even while they are away. BlackVue even designed and patented the Power Magic Pro hardwiring accessory, which allows to hardwire a dashcam while protecting the vehicle's battery. Nowadays, BlackVue dashcams have this feature built in.

In Parking Mode, the dashcam stays active even when the vehicle's ignition is off, recording clips triggered by either visible motion (lens) or impacts (built-in-G-sensor). Time Lapse mode is also available.



## Live Event Upload

With Live Event Upload, Cloud-connected BlackVue dashcams can save buffered Event files in real time to the Cloud, meaning footage is safe on user's Cloud account even if the dashcam gets disconnected unexpectedly.

Pairing exceptionally well with Parking Mode, this is a must-have feature for drivers wary of leaving their vehicles unattended.



## Mobile Hotspot Function

BlackVue Cloud dashcams with built-in LTE or connected via the BlackVue Connectivity Module can not only connect to the Cloud but also share their internet access with the passengers of the vehicle.

With Mobile Hotspot Function users can turn their BlackVue dashcam into a mobile Wi-Fi router for anyone in the vehicle.

Up to five devices can connect to the BlackVue concurrently. This means one can use BlackVue's internet on laptop, portable game console, tablet or mobile.



## Adaptive Format Free File System

When constantly recording files in a loop on a microSD card, the likelihood of errors increases exponentially. In the past, this meant users should format their microSD card regularly or risk running into errors at the most inopportune time. Adaptive Format-Free File Management System is a BlackVue technology that virtually eliminates the need to format the microSD card.



## Substream Technology

When accessing a dashcam over the Internet, data speed can be an issue. With one-minute video segments often well over the 100MB mark, browsing footage remotely can be slow. To make things more practical and allow quick play of files over Wi-Fi or the Cloud, BlackVue developed Substream technology, which embeds a less-than-5MB low-resolution version in each full resolution file. Those substreams can be accessed by the BlackVue app for fast buffer-free replays over even a slow internet connection.



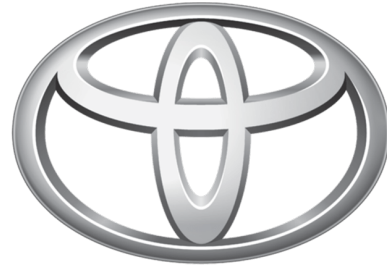
## Seamless Pairing

Seamless Pairing makes it effortless to connect one's mobile device with a compatible BlackVue dashcam.

Seamless Pairing combines Bluetooth ease of connection with Wi-Fi speed to securely and quickly access the dashcam's recorded videos and settings. It also makes it easier than ever to register and connect a dashcam to BlackVue Cloud.



Omnitracs



# 10 They Trust Us

**BlackVue** is a popular choice for reliable and high-quality dashcam solutions among small businesses, non-profit organizations, and global fleet management leaders. The company's proven business record with OEM brands and in the fleet management industry further solidifies its reputation as a trusted provider of dashcams for businesses worldwide.

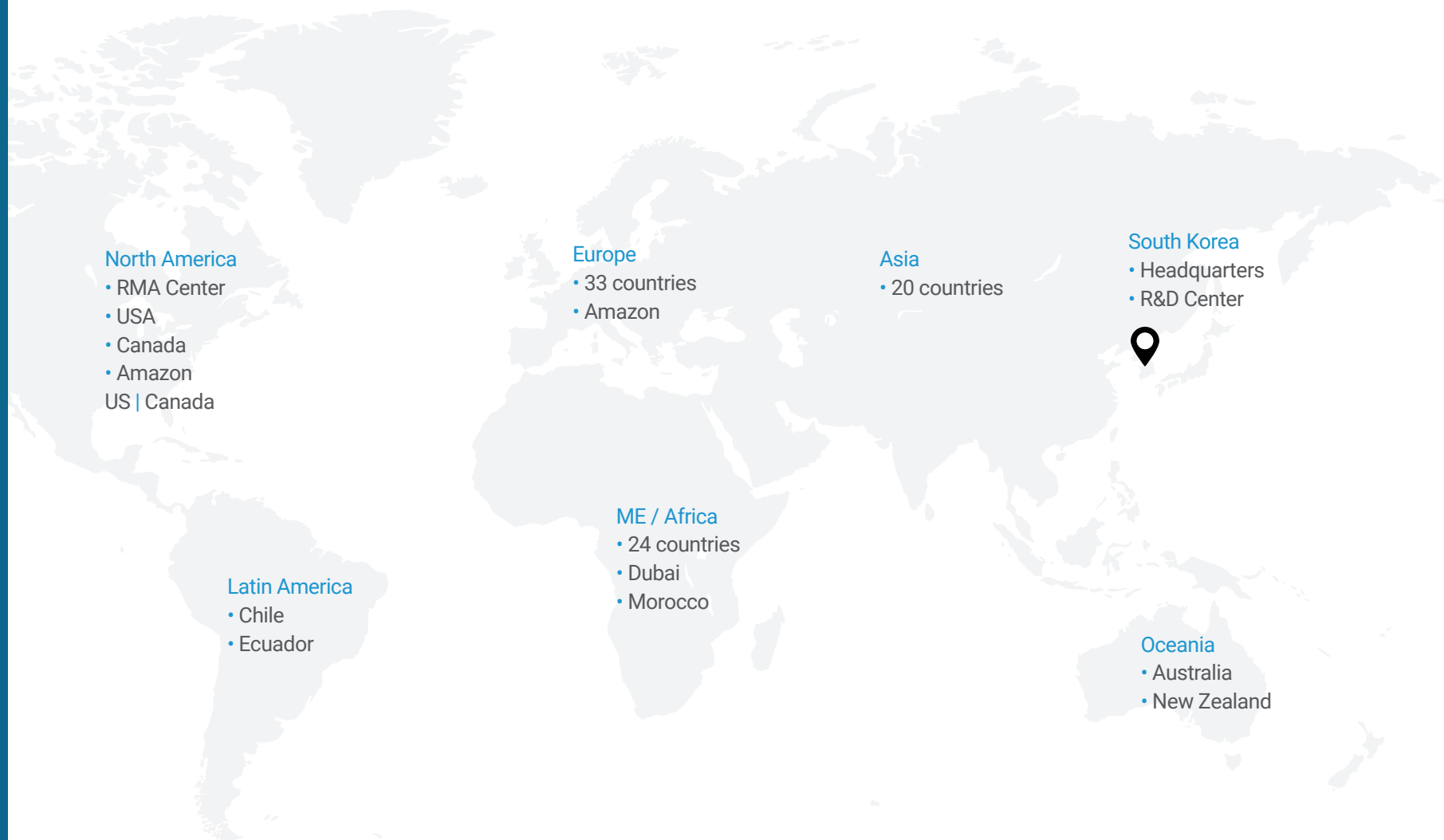
People all over the world trust **BlackVue** for their vehicle safety.

#### Distributor network

We have a presence in 91 countries via over 250 distributors across the world and established around 3,000 overseas online and offline network channels.

#### Online presence

The whole BlackVue lineup is available for purchase from the BlackVue Online Store. BlackVue also maintains up-to-date localized Amazon listings wherever possible, in order to maintain consistency and support local resellers.



**11** Global Business

# 12 Sponsorship



## BlackVue Ambassador Program

The BlackVue Ambassador Program was established to reach out to car enthusiasts all over the world. BlackVue Ambassadors support us by showcasing our products promoting our brand to their followers, contributing to BlackVue's strong social media presence.

## Other Sponsorships

Over the years, Pittasoft has explored innovative ways to promote the BlackVue brand by sponsoring racing events, automotive influencers and professional drivers, with an emphasis on actively making use of the BlackVue dashcams and Cloud services.

# 13 Trade Shows & Exhibitions

**BlackVue** has been continually showcasing its innovative technologies and products at international exhibitions throughout the world, including CES, SEMA. This allows us to promote our products, keep our finger on the pulse of multiple markets worldwide and forge new business relationships.



Country	City	Trade Show and Exhibitions
Korea	Seoul	Seoul Auto Salon
China	Shanghai	Mobile World Congress
China	Shenzhen	AAITF
China	Beijing	CIAACE
Hong Kong	Hong Kong	HKTDC Hong Kong Electronics Fair
India	Mumbai	China Sourcing Fair
Japan	Tokyo	JAPAN IT WEEK SPRING
Japan	Tokyo	IAAE
Japan	Osaka	Auto Messe
Japan	Tokyo	Transportation EXPO
Japan	Tokyo	Tokyo Transportation EXPO
Vietnam	Ho Chi Minh	Autotech
Indonesia	Jakarta	IIBT
Thailand	Bangkok	TAPA (Thailand Auto Parts Fair)
Germany	Frankfurt	Automechanika Frankfurt
Germany	Berlin	IFA
Germany	Hanover	CeBIT
Germany	Frankfurt	IAA
Germany	Munich	Transport Logistic
UK	Birmingham	CV Show (The Commercial Vehicle Show)
UAE	Dubai	Intersec
UAE	Dubai	GITEX
US	Washington	GovSec
US	Las Vegas	ISC WEST
US	Las Vegas	CTIA
US	Las Vegas	SEMA
US	Las Vegas	ISC WEST
US	Kentucky	MATS (Mid-America Trucking Show)
US	Las Vegas	CES



# Contact Information

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