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## **VOXX Advanced Solutions Announces Strategic Partnership with Striiv to Deliver State-of-the-Art Fitness and Activity Trackers**

HAUPPAUGE, N.Y., Aug. 22, 2016 /PRNewswire/ -- [VOXX Advanced Solutions \(VAS\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today the Company has entered into a strategic partnership with Striiv whereby VOXX Accessories Corporation and VOXX German Holdings exclusively distribute the Striiv line of wearable fitness and activity trackers in North America and Europe. This announcement provides VOXX with the opportunity to gain entrée into the Wearable Technology space, estimated to be worth \$34 billion by 2020<sup>\*</sup>. Expansion into this category builds on the Company's strategy to partner with technology leaders in areas that provide strong growth potential through its existing distribution channels, as well as opportunities to penetrate new channels and markets.

"We are very excited at the opportunity to enter into this rapidly growing category with Striiv. Partnering with Striiv brings together their advanced technology with our well-established distribution networks, experienced sales teams and logistics efficiencies developed over many years. Together, we can capitalize on our combined strengths to fully develop the retail channel and capture a share of this dynamic market," said Tom Malone, President of VOXX Advanced Solutions Corporation. "We share Striiv's vision and commitment to bring health and fitness devices to consumers at retail, but we also see this market as having an even greater growth potential within the corporate wellness and healthcare fields nationwide."

Striiv, a leading supplier of advanced activity and fitness trackers has developed a line of products that automatically monitors personal activity and sleep metrics simply by wearing the tracker. Users get a clear picture of their health with continuous and resting heart rate monitoring, and are able to track sleep quality and activity levels throughout the day. New product features help to improve healthy habits by enabling users to create and manage a journal of meaningful behaviors directly on their tracker. This includes inputting and monitoring diet, weight, hydration and medication directly from the wrist and viewing how well the user is committed to their goals. Consumers can also stay connected through a full-featured smartwatch that receives alerts for Caller ID, text messages and all their favorite apps, without ever taking out their smartphone.

"As the wearables category continues to expand into the mainstream market, our strategic partnership with VOXX enables us to scale and expand with the U.S. and international markets like never before," said David Wang, CEO of Striiv. "We have been searching a long time for the right partner with the depth and breadth of consumers that VOXX brings to the table."

The partnership between VOXX and Striiv introduces three new trackers into the market: The Fusion2, Fusion Bio2 and Fusion Lite. These latest devices are packed with various innovative features and coaching capabilities and are available with a newly designed soft silicone band with a curved touch screen, a waterproof USB internal charging port, and extended battery life up to 7-30 days (depending on model type) -- all at an affordable price.

**Fusion2** - this advanced activity tracker monitors sleep quality and activity levels throughout the day. Users can simplify their journal entries regarding diet, weight, hydration levels and medications by inputting updates right on their tracker. Plus, they can stay connected with the most useful smartwatch alerts for Caller ID, text messages, app notifications and meeting reminders directly from their wrist.

**Fusion Bio2** - this advanced activity tracker is for those who want it all. In addition to all the same great features offered in the Fusion2, consumers get a clear picture of their health with continuous heart rate tracking, even while exercising and sleeping. The device offers deeper insights into resting and active heart rates, with over 50,000 samples provided per day.

**Striiv Fusion Lite** - this activity and sleep tracker delivers all the essential activity tracking features users need, while also keeping them connected to phone call alerts directly from their wrist.

These models will be available late summer 2016 for an MSRP of \$79.99, \$99.99, and \$59.99 respectively.

\* [Forbes](#), Wearable Tech Market To Be Worth \$34 Billion By 2020

For more information about Striiv, please visit [www.striiv.com](http://www.striiv.com).

For more information on becoming a VOXX Accessories Dealer in the US, please visit [www.voxxelectronics.com/become-dealer](http://www.voxxelectronics.com/become-dealer).

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**About VOXX International Corporation:**

VOXX International Corporation (NASDAQ: [VOXX](#)) has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International Corporation has an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in Europe, Asia, Mexico and South America, and a growing portfolio, which now comprises over 30 trusted brands. Among the key domestic brands are Klipsch®, RCA®, Invision®, Jensen®, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, Car Connection®, 808®, AR for Her®, and Prestige®. International brands include Hirschmann Car Communication®, Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™.

For additional information, please visit our Web site at [www.voxxintl.com](http://www.voxxintl.com).

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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/voxx-advanced-solutions-announces-strategic-partnership-with-striiv-to-deliver-state-of-the-art-fitness-and-activity-trackers-300315814.html>

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