



August 15, 2017

Introducing FrontRow: The Camera Re-Invented

NEW YORK--(BUSINESS WIRE)-- Ubiquiti Networks, Inc. (NASDAQ: UBNT) today announced [FrontRow](#), a new camera technology enabling the effortless capture and sharing of life's experiences.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170815005526/en/>



FrontRow is a new camera technology enabling the effortless capture and sharing of life's experiences.

media button that can be used to quickly start and stop many of FrontRow's capture functions. FrontRow has a standby time of up to 48 hours and is capable of capturing in [Story Mode](#) (time-lapse capture of experiences) for up to 16 hours and in Live-Streaming Mode for up to 2 hours. With its USB Type-C connector, the device can be charged on the go using other Type-C smartphones and has a quick-charge time of around 20 minutes.

The User-Experience

FrontRow's user experience is unlike any camera brought to market. Built around a custom 2-inch circular hi-resolution touch screen, FrontRow's user interface allows instant live streaming on social networks including Twitter, Facebook, and YouTube, as well as integration with a variety of popular applications like Dropbox, Spotify, and more. Fast Bluetooth allows effortless connectivity to smartphones running the FrontRow App (iOS and Android compatible) and provides seamless captured media transfer along with powerful remote control capabilities. The device can also be accessed (even remotely) through the Internet using the web UI controller at frontrow.com.

Not Just a Device, A New Platform

Although FrontRow's user experience and graphical user interface are unique, its underlying operating system was designed to be Android-compatible in an effort to open up 3rd party application development. Users and developers are welcome to openly discuss new applications and shape the future of the platform — directly with the FrontRow's engineering

Truly Wearable

FrontRow's sleek, 55-gram (less than the weight of a typical smart-watch) form-factor was specifically designed to wear conveniently. Unlike traditional cameras and smartphones requiring manual operation, FrontRow can operate fully autonomously — allowing one to capture life's experiences while completely staying in the moment.

The Design

A subtle interlocking connector provides the flexibility to wear FrontRow using the included stylish lanyard or multi-purpose magnetic clip, or third party chains. Upcoming accessories include a car window mount and flexible coil mount. FrontRow features cameras on both sides of the device. The primary camera features a 140 degree wide-view lens (roughly double that of a typical smartphone) that, combined with FrontRow's microphone array, allows for more complete capturing of experiences. The device features a speaker for local playback and an easy-access clickable

team on community.frontrow.com.

FrontRow is available now on FrontRow.com and Amazon.com. A full press kit is available for download [here](#). Follow FrontRow on [Instagram](#), [Facebook](#), [YouTube](#), and [Twitter](#).

About Ubiquiti Labs

Ubiquiti Labs is the consumer electronics division of Ubiquiti Networks, Inc. (NASDAQ: UBNT). Ubiquiti Networks, Inc. currently focuses on 3 main technologies: hi-capacity distributed Internet access, unified information technology, and next-gen consumer electronics for home and personal use. The majority of the company's resources consist of entrepreneurial and de-centralized R&D teams. Ubiquiti does not employ a traditional salesforce, but instead drives brand awareness largely through the company's user community where customers can interface directly with R&D, marketing, and support. With over 70 million devices shipped in over 200 countries in the world, Ubiquiti aims to connect everyone to everything, everywhere. Ubiquiti was founded by former Apple Engineer Robert Pera in 2005. More insight about the company management can be found at www.rjpblog.com.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170815005526/en/>

Ubiquiti Networks, Inc.

Media:

Johan-Till Broer, 1-646-461-3806

Director of Public Relations

pr@ubnt.com

or

Investor Relations:

Laura Kiernan, 1-914-598-7733

SVP Investor Relations

laura.kiernan@ubnt.com

Source: Ubiquiti Networks, Inc.

News Provided by Acquire Media