WHAT'S NEW WITH

DIRECTED SMARTSTART™

January 2012

SMARTSTART™ BT

Affordable way to SmartStart your car

Use your smartphone as a local transmitter

Add it to any installed Directed system

SmartStartBT is the lowest-cost option to get SmartStart in a car: just $99 + install, with no service plan.

SmartStartBT uses Bluetooth to connect your smartphone and car.

SmartStartBT is the ideal back-up to any SmartStart system if there's no cellular coverage.

SmartStartBT will select Bluetooth instead of cellular when the user is in range.

SmartStartBT can also be added to virtually any installed Viper or Directed security or remote start system including Autostart and AstroStart, adding smartphone control to the installed system.

SmartStartBT can also be installed as a stand-alone keyless entry system, offering lock, unlock and trunk pop. (Compatibility is vehicle-specific, some cars will require an interface or may not be compatible at all.)

SmartStartBT is compatible with all current and most legacy Viper and Directed systems with SuperCode or Clone-Safe Code-Hopping.

Here's how it works: As the user walks toward their car, the Bluetooth in the phone connects with SmartStartBT. When the customer opens the app, it detects the Bluetooth connection and automatically switches to send commands via BT. The user taps their command, which is performed instantly.

SmartStartBT is affordable and reliable – and fast!

SmartStartBT will be available by the end of Q1 2012.

Part numbers are VSM50BT and DSM50BT. MSRP is $99 (not including installation.)

WHAT'S NEW WITH

DIRECTED SMARTSTART™

January 2012

Owner/Manager

Mass market appeal

One low-cost sku that appeals to millions of potential customers. Extend your SmartStart mix by adding this entry level solution.

Installer

Simple, Fast Install!

SmartStart BT is small and easy to install whether by itself or when adding it to an existing Directed system.

Sales Associates

Convert more potential SmartStart customers

Based on app download stats alone, there are over a million potential SmartStart customers, and many of those may walk through your door this year. SmartStart BT is the lowest cost way to convert them. Sell by itself or as an add-on to virtually any Directed System.