



ADVENT

NEWS RELEASE

Advent Launches Industry’s First “Active” Rear-View Camera System

Wins ‘Best Of’ For Pedestrian and Object Warning Active Camera System

LAS VEGAS – January 5, 2011 – International CES, Center Hall, Booth 10406-10418 – Audiovox Corporation (NASDAQ: VOXX) today announced that their first “active” rear-view camera system has won a “Best Of” CEA Innovation Award in the collision avoidance category. It’s the first multi-view reversing camera system with “active” pedestrian warning. The system can detect pedestrians or objects behind and provide multiple viewpoints as well as audio alerts to ensure the driver has every opportunity to see and hear what’s behind him/her. The Company’s Advent products are sold exclusively to new car dealers through their Expediter network.



“This is our first “smart” camera system and it combines the best features of back-up sensors with the most innovative back-up camera available. It is the first camera to differentiate between a moving person and a stationary object using a combination of auto aperture, gamma correction and white balancing. In addition, the system features a multi-view function which allows the driver to select different camera angles/views- standard, birds-eye and corner, by simply pressing a button. The camera remains stationary and utilizes the ultra wide angle lens and sophisticated software to display the desired views,” said Tom Malone, President of Audiovox Electronics Corporation.

The camera features a high quality (resolution 768 x 576) 180° wide-angle lens. For complete security it gives on-screen alerts as well as audible warnings. This unit will be available in the spring of 2010.



Multi-view Points

“We were delighted to receive the CEA Innovation ‘Best Of’ Award for this product as it truly represents innovation. Back-up sensors and cameras have been around for some time but this is the first one that takes camera technology to the next level. We have long been associated with vehicle safety back to our very first back-up camera and the affiliation with KIDSANDCARS which we still have today,” concluded Malone.

The Company will also introduce an Audiovox branded system sold in the aftermarket retail environment in the spring of 2011.

For more information on Advent Mobile Entertainment product line, please visit <http://www.adventproducts.com/>

About Audiovox

Audiovox (NASDAQ:VOXX) is a recognized leader in the marketing of automotive entertainment, vehicle security and remote start systems, consumer electronics products and consumer electronics accessories. The company is number one in mobile video and places in the top ten of almost every category that it sells. Among the lines marketed by Audiovox are its mobile electronics products including mobile video systems, auto sound systems including satellite radio, vehicle security and remote start systems; consumer electronics products such as MP3 players, digital camcorders, DVRs, Internet radios, clock radios, portable DVD players, multimedia products like digital picture frames and home and portable stereos; consumer electronics accessories such as indoor/outdoor antennas, connectivity products, headphones, speakers, wireless solutions, remote controls, power & surge protectors and media cleaning & storage devices; Energizer®-branded products for rechargeable batteries and battery packs for camcorders, cordless phones, digital cameras and DVD players, as well as for power supply systems, automatic voltage regulators and surge protectors. The company markets its products through an extensive distribution network that includes power retailers, 12-volt specialists, mass merchandisers and an OE sales group. The company markets products under the Audiovox, Advent, RCA, Jensen, Acoustic Research, Energizer, Excalibur, Code Alarm, Invision, Prestige, Schwaiger, SURFACE and Terk brands. For additional information, visit our Web site at www.audiovox.com.

Safe Harbor Statement

Except for historical information contained herein, statements made in this release that would constitute forward-looking statements may involve certain risks and uncertainties. All forward-looking statements made in this release are based on currently available information and the Company assumes no responsibility to update any such forward-looking statement. The following factors, among others, may cause actual results to differ materially from the results suggested in the forward-looking statements. The factors include, but are not limited to, risks that may result from changes in the Company's business operations; our ability to keep pace with technological advances; significant competition in the mobile and consumer electronics businesses as well as the wireless business; our relationships with key suppliers and customers; quality and consumer acceptance of newly introduced products; market volatility; non-availability of product; excess inventory; price and product competition; new product introductions; the possibility that the review of our prior filings by the SEC may result in changes to our financial statements; and the possibility that stockholders or regulatory authorities may initiate proceedings against Audiovox and/or our officers and directors as a result of any restatements. Risk factors associated with our business, including some of the facts set forth herein, are detailed in the Company's Form 10-K for the fiscal year ended February 28, 2010 and in its most recent quarterly filing with the Securities and Exchange Commission (SEC).

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