

FOR IMMEDIATE RELEASE

Contact: Dax Kelm  
Carmichael Lynch Spong  
307.733.1514  
dax.kelm@clynch.com

## **New Business Surge Shifts Key Management Focus for V.I.O. Inc.** New Roles and Strategy To Support Product Growth and Global Expansion

V.I.O. Inc., the leading innovator of wearable video technology, is pleased to announce the launch of a new corporate strategy and internal restructuring to accommodate the company's continued growth and highly successful global product launch of the POV.1, an integrated point-of-view video system built for real-world action in the toughest conditions.

On top of a solid and expanding recreational presence, domestic sales have been ignited by a powerful roll-out of the POV.1 with new online distributors including Rideshop.zappos.com, Backcountry.com, Helmetcameracentral.com and Moosejaw.com. This surge, coupled with a successful expansion into the European market, sales to leading US Law Enforcement agencies, including LA County Sheriff's Department, and an ongoing research and development contract with The Army Research Laboratory, set the stage for V.I.O. management changes.

Under this new strategy, the following key senior management changes have been put in place. Founder David Ollila will transition from his current position as President of V.I.O. Inc., to the role of Chief Product Developer, while Richard Anderson will be transitioning from Chief Operating Officer to President of V.I.O. Inc. These management changes will permit Ollila to concentrate on new product development. "The POV.1 provides a solid platform for the next generation of wearable video technology. This move will allow me to focus on what is most exciting to me and that is product development," said Ollila, who founded V.I.O. Inc. eight years ago.

Reorganization will also help the company manage growth. "This company has completely changed inside of five months, several times over. Growing a company means managing constant change while staying clear about roles, and listening to the market to set the direction for the company," said Richard Anderson, President of V.I.O. Inc. "We have a really dedicated team, with a lot of talent and energy focused on developing product, opening up new markets and making sure every camera goes out at 100%. I really appreciate the trust Dave and the rest of the team have put in me to continue to make this a great company."

As Chief Product Developer, Ollila will lead the product team and external R&D partners to create the next generation of V.I.O. wearable video products and accessories. Ollila will also continue to build on key business development relationships for the company while continuing his role as a member of the Board of Directors.

In his capacity as President of V.I.O. Inc., Richard Anderson will be responsible for ensuring that the company is executing on both its day-to-day and higher level business objectives. Anderson will oversee all company operations as well as work with the Board of Directors to set short and long term goals for V.I.O. Inc.

Visit [www.vio-pov.com](http://www.vio-pov.com) to see the complete line of V.I.O. POV products and accessories.

### **About V.I.O. Inc.**

Since its inception in 2000, V.I.O. Inc., has been the leading innovator in Point-of-View wearable video technology. The V.I.O. point-of-view system is unique in that it's designed specifically to capture adventure and tactical video. V.I.O.'s customers include professional and amateur athletes in a wide variety of sports such as mountain biking, skiing, snowboarding, skydiving, motocross, snowmobiling, and auto racing. Other industries relying on V.I.O. video systems include the military, law enforcement, aviation, and movie and television production. For more information, visit [www.vio-pov.com](http://www.vio-pov.com) or call 1-888-579-2267.