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V.I.O. Supports Save the Kimberley In Australia

Sales of V.I.O. POV.1 by Australian Distributor Launch Helmet Cams to Benefit Save the Kimberley Foundation

Marquette, MI (March 27, 2008) – V.I.O. Inc., the leading innovator of wearable video technology, and their Australian distributor, Launch Helmet Cams, are proud to announce a new sponsorship deal with Australian World Champion Whitewater Kayaker Tanya Faux. Since the beginning of March 2008 Tanya has been leading a journey through the Kimberley region of Western Australia on the Waterfall dreaming project.

The Waterfall Dreaming project aims to increase awareness of the [Save The Kimberley](#) campaign. The Kimberley is one of the last regions of untouched beauty in the world and is under threat from industrial development due to the massive reserves of natural gas and oil in the area.

Tanya and her team have been exploring the uncharted water of the Moran and Mitchell Rivers and will attempt a first descent on the massive Mitchell Falls. The waterfall dreaming crew will be capturing their unique experiences using the waterproof V.I.O. POV.1 helmet camera.

V.I.O. Inc and Launch Helmet Cams have joined forces to help this cause and between them will donate \$20 from every V.I.O. POV.1 sale in Australia from March 17th 2008 through June 30th 2008. Donations can be made directly to the campaign at www.savethekimberley.com

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 or call 1-888-579-2267.