



## **PRESS RELEASE**

### **Safer and Smarter Trucks with Midland Truck Guardian Wired**

Reggio Emilia, March 27, 2024 – In the heavy-duty vehicle sector, the use of cameras can be crucial to ensuring road safety, the security of one's vehicle, and facilitating maneuvers that are often difficult due to the size of the vehicle and the available space. Midland Europe has introduced Truck Guardian Wired, the wired version of the Truck Guardian Pro truck camera, designed to improve maneuver visibility and vehicle safety.

Everyone who works with heavy-duty vehicles knows that the often considerable dimensions are very difficult to manage, especially in urban centers, in traffic, within depots or delivery parking lots, or in low visibility situations.

Midland Truck Guardian Wired, a system equipped with triggers for up to 3 cameras and a remotely customizable menu, features a 20-meter extension cable to connect the monitor to the camera. Thanks to the monitor and camera kit with 18 infrared LEDs, it is a perfect driving ally both day and night. Moreover, the Midland system also solves the serious problem of blind spots, a nightmare for every driver in general, but especially for truck drivers. This model proposed by Midland is even more stable and economical than previous versions, increasingly meeting the needs of those driving heavy-duty vehicles.

Truck drivers face many more difficulties compared to car drivers, and many complications and accidents could be avoided thanks to tools that help prevent driver fatigue, always dealing with the problem of moving and controlling the heavy vehicle. Extra eyes not only help with maneuvers and provide evidence in case of issues, but they also allow for fewer worries and more serene working days.

Midland Truck Guardian Wired, fully waterproof and equipped with a Sony viewer with Full HD resolution, provides a 110-degree view and guarantees immediate recording. Midland, always alongside truck drivers, has the mission to improve the lives of those who travel on the road. It is a difficult and tiring job, but it is chosen because it allows for experiences that are very different from other professions: freedom, encounters, travels, and landscapes make the profession unique and fascinating. When technology is made available to those who spend many hours on the road, improving the quality of life becomes an indispensable advantage.

Price of Truck Guardian Wired single unit: 299 euros, VAT included.

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Midland was founded in 1959 and for over 60 years has been designing and producing products for communication on the move. The Group, headquartered in Reggio Emilia, has an Italian heart and operates in over 90 countries worldwide through 15 European and non-European subsidiaries. Midland is the largest producer of mobile communication devices in terms of number and type, providing tools for truckers, campers, motorbike enthusiasts, and hiking lovers. Midland's communication systems make experiences complete, enjoyable, and above all, safe.

Midland is known for the iconic CB radio that marked the 80s, a precursor to social media, the first LPD Walkie Talkie in the world, and in 2008, Midland introduced the first motorcycle-to-motorcycle intercom on the market.

Innovation in communication on the move has always been their hallmark.

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