

# LIMITS OF TECHNOLOGY

As with all facets of modern life the technology we sell has limitations. There is no point in denying them so we are best to turn them to our advantage. Understanding these limitations will both make selling product easier and avoid disappointed customers.

Originally drive cameras were developed to simply record what was in front of the vehicle for use in the event of an accident etc. Over time many other features have been added as manufacturers look for an edge over each other but keep in mind quality brands will way out perform cheap eBay and bulk store products.

## **LOW VOLTAGE CUT OFF for Parking mode.**

As most of our models have “Parking Mode” (the ability to monitor and record with the ignition off) the technology must have safeguards in place to avoid flat car batteries. Modern vehicles place larger loads on the battery than they did twenty years ago. Low voltage cut off always ensures that when the owner returns to the vehicle it will start. There is nothing worse than being stranded by a flat battery. As the vehicles battery ages parking mode run time may be affected.

## **BATTERIES**

Cheaper units to give a run time after ignition off will often use a Lithium based battery to make this possible. Lithium batteries cannot tolerate the heat in a modern vehicle and will have a short life and can be a fire hazard. NO unit sold by Nu-Line is fitted with a Lithium based battery. Our units are either powered by the vehicle after ignition off or have a “super capacitor” for a timed shutdown.

## **OVER HEAT SHUT DOWN**

All good quality cameras will shut down at a pre-set temperature. Over heated modern electronics are a fire hazard.

## **THEFT OF THE DEVICE**

If the device is stolen from the vehicle then the data is lost. This effects ALL brands and therefore is in my opinion neither a plus or minus, just a fact. Commercial “Black Box” systems can prevent this but only at a premium price. Backing up important files is a good habit, just like your computer.

## **NIGHT RECORDING**

I am yet to see a quality front camera device which will record in the dark. They will work in low light but not no light. Recording in the dark is only possible with an infra red camera.

Most commonly this is requested of tradies with tools in the rear of a ute. These customers should be advised to lock their vehicles in a safe area or remove their tools.

## **FIELD OF VISION**

Most quality front or rear dash recorders have an effective field of vision of 130~170 degrees. Generally speaking higher quality units will have a wider field of vision as the needed six layer glass lenses are too expensive to be found in cheap units. No system in the price range dealers are selling can see to the side of a vehicle.

## **PRODUCT FAILURE**

Is our product perfect? No and neither is anybody else's. Eventually we will get a failure and it's what we do then that gives us an advantage over some of our competitors.

By making our warranty system simple and respectful of the end user we take ownership of the problem from the aftermarket sales person.