

CLIFFORD

CLIFFORD®

The Science of Security™

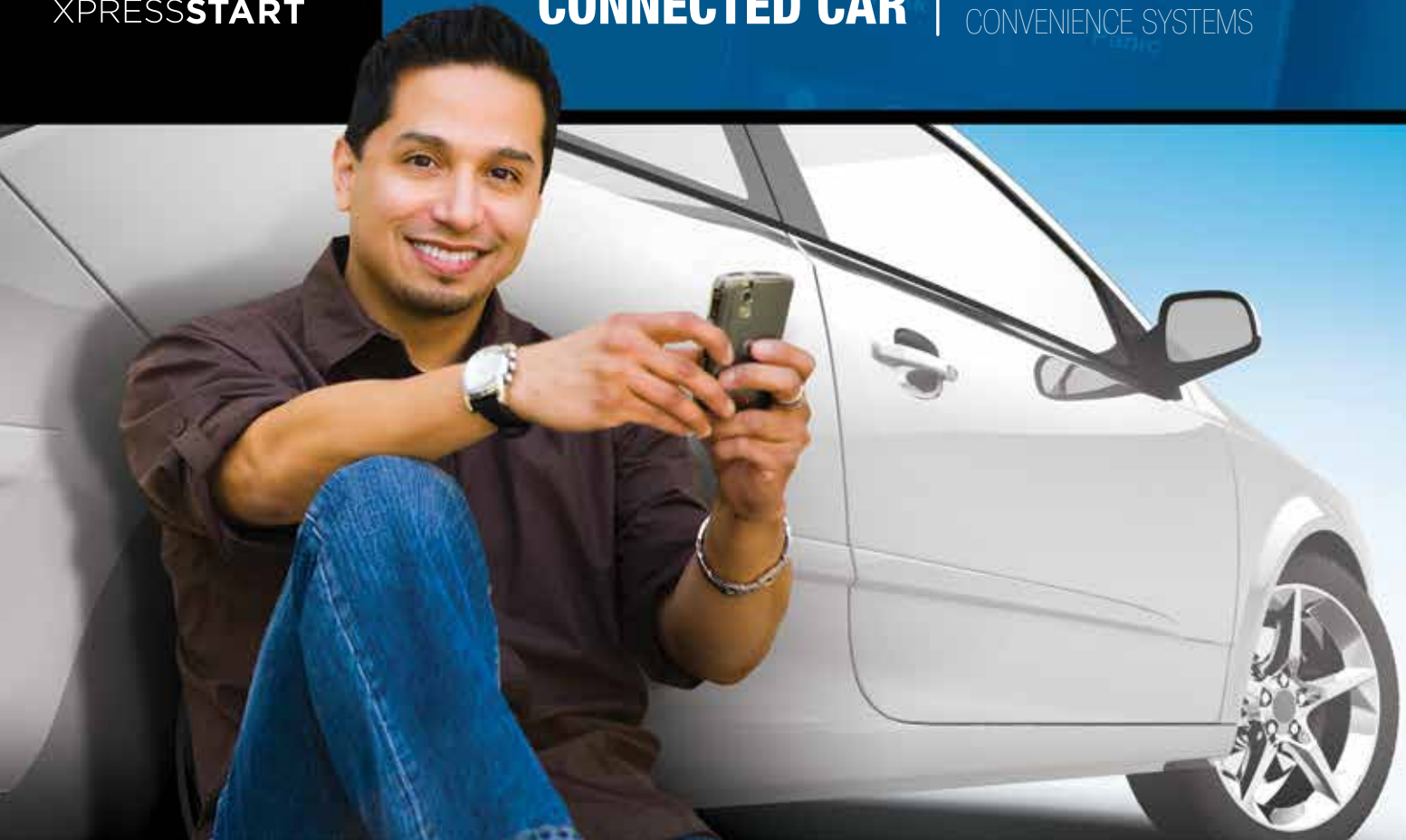
CLIFFORD
SMARTSTART

DIRECTED
SMARTKey

XPRESSSTART

CONNECTED CAR

REMOTE START, SECURITY AND
CONVENIENCE SYSTEMS



WHAT'S NEW?

KEYLESS HAS NEVER BEEN KEYLESS, UNTIL TODAY.

No keys. No fobs. No launching apps. All you need is the smartphone in your pocket or purse.

DIRECTED SMARTKey



THE EVOLUTION IN TRANSMITTERS

FROM PAPER TO PRODUCTION

Introducing the new Clifford remote lineup. You asked for it and here they are. This redesign not only looks good, they're stronger, tougher and more rugged than ever before. With 20% larger buttons, accident proof keypad and a durable new Soft Touch satin finish. These remotes take comfort and convenience to the next level.



WORK SMARTER NOT HARDER

The world's first digital or analog security and remote start system with a built-in data interface.

Download the latest firmware from www.directechs.com and it supports any vehicle databus architecture to provide digital connectivity and control of door locks and all convenience features – plus override of the factory engine immobilizer. DBALL2Pro supports manual transmissions as well.

Digital Platform DBALL2

No longer a separate stand-alone module, DBALL technology is built right in!

Analog Platform Remote Start and Security System

Fully featured systems with fewer wires, fewer parts, and faster installation times!



DATA INTERFACE

DBALL2PRO

Universal Digital Platform

The best of both worlds, brought together in this sleek and elegant new system.

Analog, digital, or both; new sports coupe, old reliable pickup truck or mom's hand-me-down minivan - no matter the scenario, Directed's DBALL2Pro provides the solution for all your remote start or combined security and remote start installations. Picture your stockroom with just a few SKUs that form the foundation for building anything your customers want using just a handful of additional accessories and branded RF kits.

ALL NEW REMOTES

New industrial design features slimmer remotes with 20% larger buttons and icons and new soft touch finish.



CLIFFORD 1-WAY

New industrial design featuring slimmer remotes with 20% larger buttons and icons and a new soft touch finish.



CLIFFORD LED 2-WAY

New industrial design with command confirmations via LED indicators on the remote. A slimmer remote with 20% larger buttons and icons and a new soft touch finish.



CLIFFORD LCD

New industrial design with command confirmations via a larger LCD screen. A slimmer remote with a mini USB charging port and a new soft touch finish.



RESPONDER ONE

A much smaller and much slimmer way to control your vehicle.

CLIFFORD SMARTSTART

SOLUTIONS FOR EVERY CUSTOMER

INTRODUCING REAL KEYLESS

DIRECTED SMARTKey



DSK100 SmartKey

Service Plan**
No service plan required
Uses Bluetooth wireless technology

Features:
Keyless Entry (Passive or Active)
Can be added to most Clifford systems
Adds SmartStart control to vehicle
Applicable smartphones

Applicable Smartphones:



DIRECTED SMARTSTART



DSM200 SmartStart

Service Plan**
\$4.69/Month (3-year commitment)

Features:
Keyless Entry
Control your car from virtually anywhere
Free roadside assistance

Applicable Smartphones:



DIRECTED SMARTSTART GPS



DSM250 SmartStart GPS

Service Plan**
\$5.00/Month (3-year commitment)
Premium Plan**
\$6.67/Month (3-year commitment)

Features:
Keyless Entry
Control your car from virtually anywhere
Free roadside assistance
Stolen vehicle tracking

Location Services:



Safety Monitoring:
Available with Premium Plan Only**



Applicable Smartphones:



With the new Clifford SMARTKey system you will never have to press a button to get into your vehicle again. All you need is your smartphone in your pocket or purse.

Clifford SMARTKey creates a wireless perimeter around your vehicle that responds to your smartphone when it is detected within the range that you define. No keys. No fobs. No launching apps. Your doors unlock when you approach, and lock when you walk away. Works like magic. Protects like Clifford.

DIRECTED SMARTKey

*Additional parts and labor may be necessary for your vehicle. Ask your installer for details.
**Prices and features are subject to change. Visit www.directed.com/smartstart for details.
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BlackBerry® and related marks and logos are owned by Research In Motion Limited and are registered and/or used in the U.S. and elsewhere. Used under license from Research In Motion Limited. Clifford SmartStart is a product from Directed and has not been authorized, sponsored, or otherwise approved by Research In Motion Limited.
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DIRECTED SMARTKey

Use the Bluetooth technology already on your smartphone as a local transmitter or as a standalone keyless entry.



DIRECTED SMARTSTART

Start, locate or control your car from virtually anywhere with your smartphone.



DIRECTED SMARTSTART GPS

Start, control, and locate your car from virtually anywhere with your smartphone.

LET YOUR CUSTOMERS CHOOSE HOW THEY CONTROL THEIR VEHICLE

2-Way Ready Systems

The all new Clifford 2-way ready systems offers the ultimate in security, convenience and customization. Allowing your customers to choose the convenience of a remote start or the peace of mind of a full blown security. Choose from the following systems:

Security and Remote Start

Clifford 5606X Series

The all new Clifford 5606X Series, Security and Remote Start systems wrap your vehicle in the ultimate vehicle in protection, using the most sophisticated electronic technologies available plus the convenience of remote start.

Remote Start

Clifford 4606X Series

Start your engine with the push of a button on the remote of your choosing or from your smartphone. Let your customers choose from 1/2 mile or 1-mile range using these newly designed slender, elegant remote controls, or unlimited range via their smartphone.

Security

Clifford 3606X Series

The Clifford 3606X security system will wrap your vehicle in protection, with the most sophisticated electronic technologies available today, including the Stinger® DoubleGuard® shock sensor, Revenger® six-tone siren and Failsafe® Starter Kill.

Choose Your System

Choose from the convenience of a remote start or the peace of mind of full blown security that are 2-way ready.



All systems include one 1-way remote



DIRECTED SMARTSTART

The all new Directed SMARTSTART is compatible, meaning you now have the option of choosing unlimited range and control with any of our Clifford 2-way ready system configurations.



READY

Choose Your Control

The all new Clifford 2-way ready systems provide ultimate flexibility with four distinct choices to control your vehicle.



LCD 2-way
The all new LCD 2-way transmitter, featuring one mile range and 2-way communication.



LED 2-way
The all new LED 2-way transmitter features One Mile range and 2-way communication.



1-way
The newly designed 1-way transmitter, featuring 1/2 mile range.

The Power of Choice

Empower your customers to not only choose the level of protection they want, but how they control it as well with these three easy steps:

1 Choose Your System



Security



Remote Start



Remote Start and Security

2 Choose Your Remote



SmartStart



LCD



LED

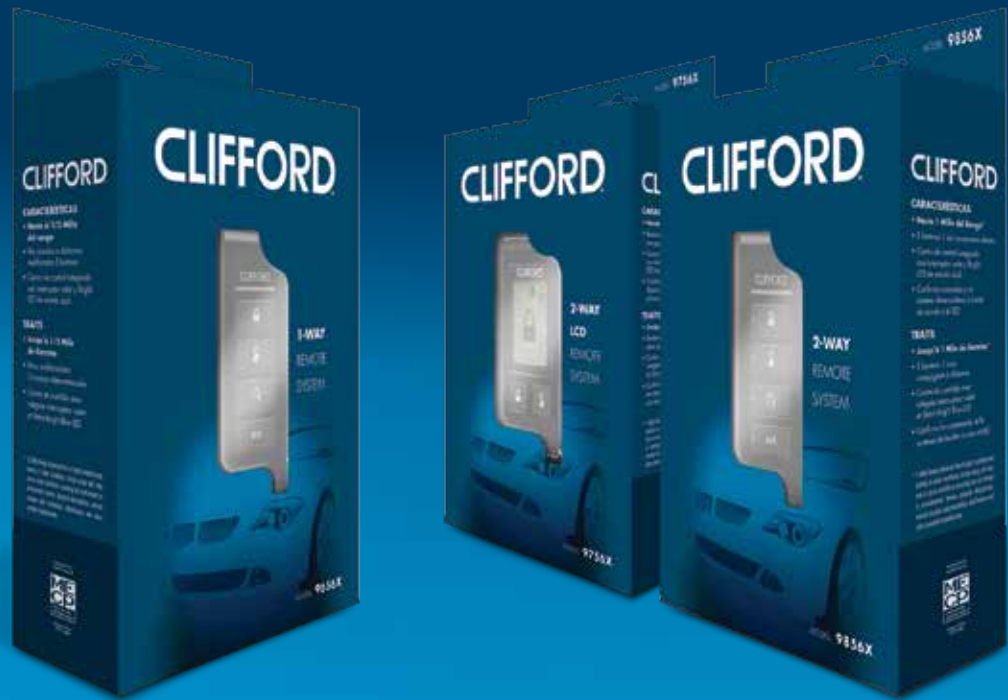


1-Way

3 Install, That's it!



LET YOUR
CUSTOMERS CHOOSE
 HOW THEY CONTROL THEIR CAR



RF KITS

New RF kits are available now in hanging clampacks for easy display and sale in your store.



Transmitters

New remotes are available now in hanging clampacks for easy display and sale in your store.

INTRODUCING THE
DBALL2 & DBALL2PRO

Universally compatible and cloud-connected ready, they're the only two hardware platforms you'll ever need in your install bay!

They pack a 1-2 punch like no other products before them!



DBALL2
 Interface module with RSR/RXT functionality



DBALL2Pro
 All-In-One Digital/Analog Remote Start & Security Platform



3.1
 Cloud Connected Functionality

