

Twenty20 Showing Improved Products, Lowered Prices

Twenty20 (**Booth 8114**) says its Helmet Camera and Motorcycle Camera have changed considerably in the past year, in features and price. Concerning the latter, the MSRP of each has gone from \$299.99 to \$249.99.



The most noticeable product change for 2006 is a new helmet mount. Twenty20 has traded the zip tie/mount pad for an aluminum mount, which reportedly increases rigidity and allows for a clearer picture as well as a more stable shooting angle. Other upgrades include aluminum quick-release connectors and a design change that allows users to take off their helmets without having to fuss with a bunch of wires.



Twenty20 says it wants to make sure dealers have everything needed to be successful with its products. The company's display program has multiple levels:

- Dummy cameras holding in-store fliers
- Slatwall-mounted displays with a free rotating Twenty20 poster
- Live camera and screen helmet camera kiosks