

CLIFFORD®

The Science of Security™

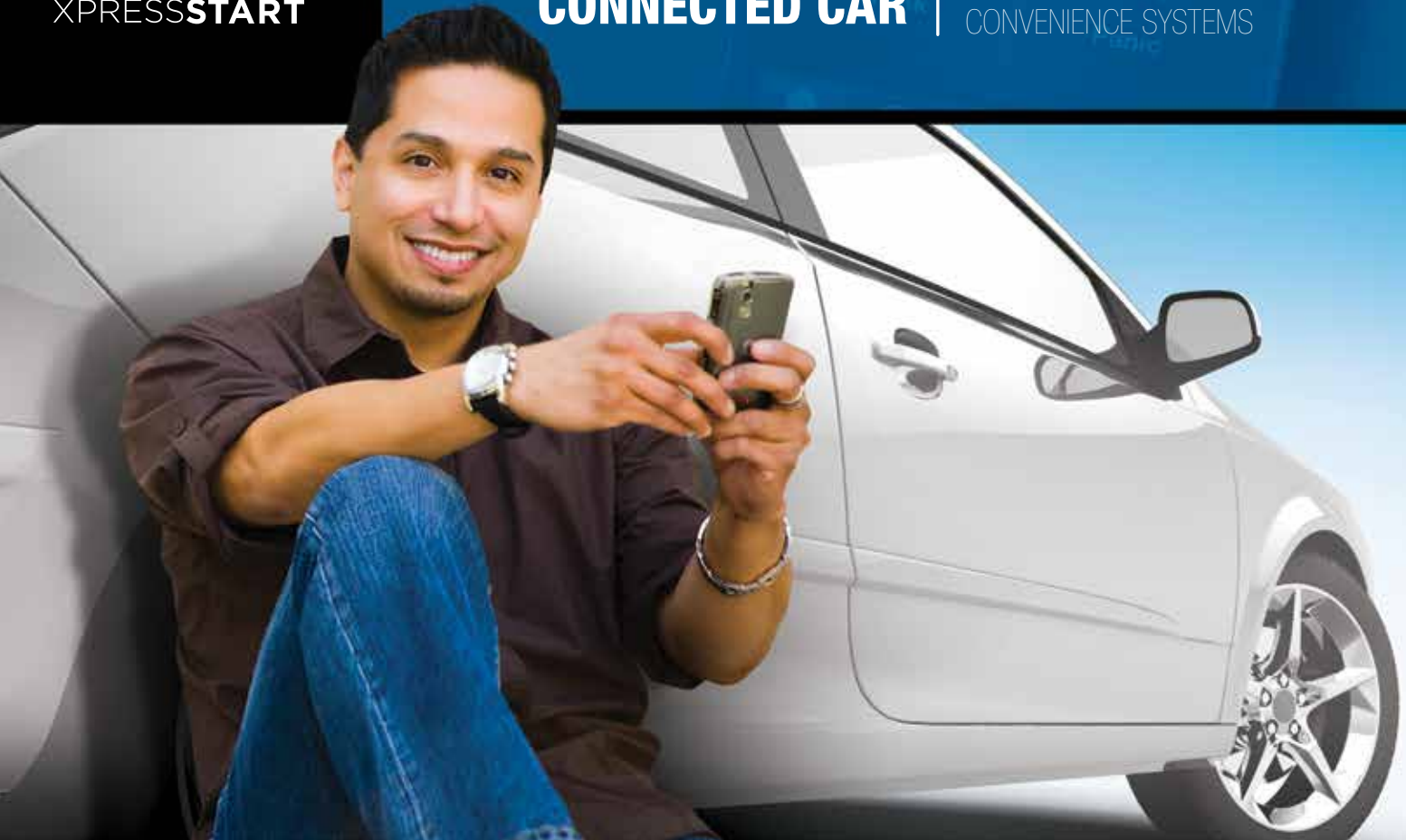
CLIFFORD
SMART**START**

DIRECTED
SMART**Key**

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

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:



INTRODUCING REAL KEYLESS

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



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*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



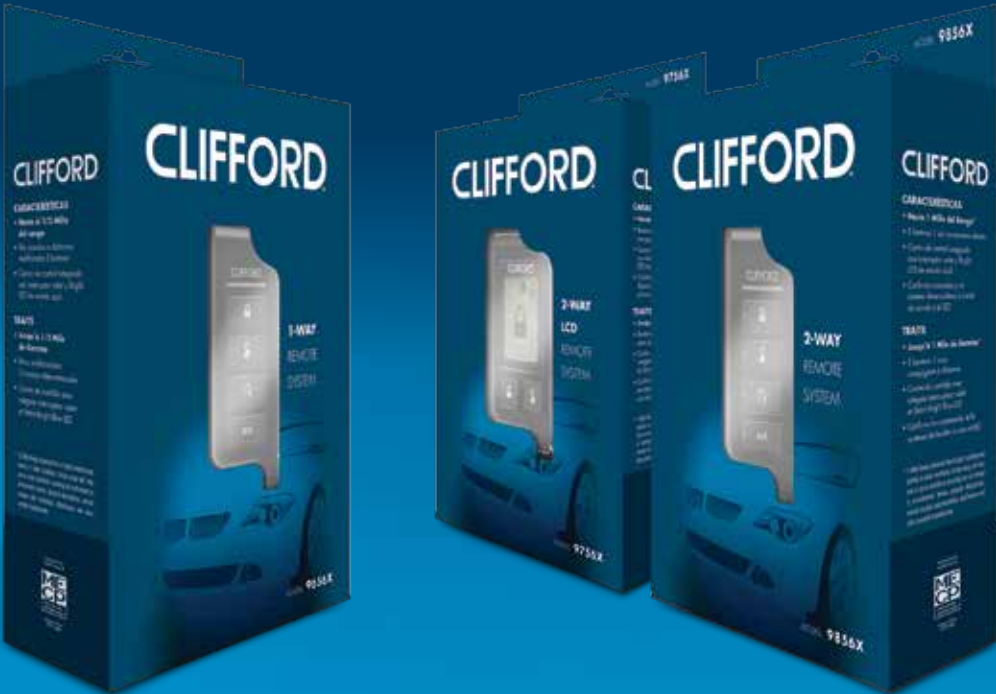
1-Way

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



SECURITY AND REMOTE START SYSTEMS

Clifford leads the industry in award-winning security & remote start systems with innovative, installer-friendly features designed to boost your margins in the tech bay, including patented Virtual Tach, D2D and XPRESSPORT™, Control Center, Manual Transmission mode, remote mountable shock sensor, onboard remote start relays and flex relays! Plus consumer-friendly features including temp check, remote start reset, and range that your customers can count on every time. That's what makes Clifford the security & remote start leader!



Clifford 5706X
LCD 2-Way

Clifford 5806X
LED 2-Way

Clifford 5906X
Color 2-Way

Clifford 5606X
SST 1-Way

Clifford CS5000
2-Way

2-WAY Clifford 5906X

Color 2-Way Security and Remote Start System

- Color OLED display with 65k colors
- Rechargeable battery with mini-USB charging port
- Priority graphical user interface
- Confirms commands and notifies of system triggers on the remotes color OLED screen
- Tone and vibrate alert modes
- Active temp check
- XPRESSPORT™

* Additional parts and labor may be required.



2-WAY Clifford 5806X

LED 2-Way Security and Remote Start System

- Confirms commands and notifies of system triggers with LEDs
- Tone and vibrate alert modes
- Temp check
- XPRESSPORT™

* Additional parts and labor may be required.



2-WAY Clifford CS5000 p/n CS5000

Complete Clifford SmartStart Security and Remote Start System

- Combines classic Clifford performance with Clifford SmartStart smartphone control at an attractive price
- Adds 2-way functionality via Clifford SmartStart app, with security Smart Alerts, command confirmation and other Clifford SmartStart Features
- Complete security and remote start system with one 4-button remote

* Additional parts and labor may be required.

2-WAY Clifford 5706X

LCD 2-Way Security and Remote Start System

- Priority icon map with 20% larger display
- Rechargeable battery with micro-USB charging port
- Priority user interface
- Confirms commands and notifies of system triggers on the remotes LCD screen
- Tone and vibrate alert modes
- Active temp check
- XPRESSPORT™

* Additional parts and labor may be required.



1-WAY Clifford 5606X

1-Way Security and Remote Start System

- XPRESSPORT™
- * Additional parts and labor may be required.



Every Clifford Security and Remote Start system has the following features:

- 24-channel security, remote start & keyless entry system
- Port for plug-in XPRESSKIT vehicle interface
- Virtual Tach – patented DSP-based tachless solution
- Control center with integrated valet switch and bright blue status LED
- Extreme capacity relays onboard
- Flex relays for remote start and light flash
- Failsafe® Starter Kill
- Revenger® Six-Tone Soft-Chirp Siren
- Stinger® DoubleGuard® Shock Sensor on-board
- Defroster output*
- 4 auxiliary channels
- Comfort closure*
- Parking light flash
- Anti-grind*
- Horn Honk*
- SmartStart and timer start
- XPRESSPORT
- Clifford SmartStart™ compatible

* Additional parts and labor may be required
** SST one mile range based on line-of-sight unobstructed testing under ideal conditions. Actual range will vary due to local conditions, including but not limited to environment, terrain, physical obstructions, vehicle location and orientation, interference and other possible impediments
*** Smartphone sold separately

FEATURES:

	5906X	5706X	CS5000	5806X	5606X
Remotes	One SST color 2-way remote and one 5-button SuperCode SST 1-way remote	One SST LCD 2-way remote and one 5-button SST 1-way remote	Clifford SmartStart™ app smartphone***	One SST LCD 2-way remote and one 5-button SST 1-way remote	One 5-button SuperCode 1-way remotes
Range	SST one mile**	SST one mile**	Virtually unlimited; up to 2,000 ft for 4-button remote	SST one mile**	SST 1/2 mile**
2-Way or 1-Way	2-way	2-way	2-way (app); 1-way remote	2-way	1-way (2-Way Ready)
Command Confirmation / System Trigger Notifications	On the color screen	On the LCD screen	On the smartphone***	On button LEDs	No
Priority User Interface	Yes	Yes	Clifford SmartStart™ smartphone*** user interface	No	No
Tone and Vibrate Alert Modes	Yes	Yes	Depends on smartphone***	Yes	No
Rechargeable Battery	Yes	Yes	Depends on smartphone***	No	No

*Additional parts and labor may be required. **SST one mile range based on line-of-sight unobstructed testing under ideal conditions. Actual range will vary due to local conditions, including but not limited to environment, terrain, physical obstructions, vehicle location and orientation, interference and other possible impediments. ***Smartphone sold separately.

SECURITY SYSTEMS

Clifford Matrix offers more choices for you and your customers, from affordable 1-way to top-of-the-line 2-way systems that provide state-of-the-art protection against thieves and vandals! For customers who don't want to give up their factory key, Clifford also offers innovative OEM Security Upgrades that add the pre-entry protection of the Stinger® DoubleGuard® shock sensor, Revenger® Six-Tone Siren and Failsafe® Starter Kill to virtually any factory keyless entry system.



Clifford 3606X
LE 1-Way



Clifford 3305X
2-Way LCD



Matrix 3102X
1-Way



Matrix 3105X
1-Way

1-WAY Matrix 3102X Security System

- 6-channel security/keyless entry system
- Clone-Safe® Code-Hopping®
- On-board door lock relays
- Dome light supervision – onboard relay
- Retained accessory power
- 5 auxiliary outputs
- Horn Honk



1-WAY Clifford 3606X 1-Way Security System

- XPRESSPORT™
- * Additional parts and labor may be required.



2-WAY 3305X 2-Way Security System

- 3-channel security/keyless entry system
- Clone-Safe® Code-Hopping®
- 2 auxiliary outputs



1-WAY Matrix 3105X Security System

- 3-channel security/keyless entry system
- Clone-Safe® Code-Hopping®
- 2 auxiliary outputs



Every Clifford Security System has the following features:

- Failsafe® Starter Kill
- Revenger® Six-Tone Soft-Chirp Siren
- Stinger® DoubleGuard® Shock Sensor
- Clifford SmartStart™ compatible

* Range based on line-of-sight unobstructed testing under ideal conditions. Actual range will vary due to local conditions, including but not limited to environment, terrain, physical obstructions, vehicle location and orientation, interference and other possible impediments.

FEATURES:				
	3606X	3305X	3102X	3105X
Remotes	One 5-button SuperCode 1-way remotes	One 2-way Responder remote and one 4-button 1-way remote	Two 4-button 1-way remotes	Two 4-button 1-way remotes
Range	SST 1/2 mile**	Up to ¼ mile*	Up to ¼ mile*	Up to ¼ mile*
2-Way or 1-Way	1-way (2-way ready)	2-way	1-way	1-way
Command Confirmation / System Trigger Notifications	No	On the LCD screen	No	No
Priority User Interface	No	No	No	No
Tone and Vibrate Alert Modes	No	Yes	No	No
Rechargeable Battery	No	No	No	No
D2D Port	No	No	No	No
Control Center	Yes	No	No	Yes

*Range based on line-of-sight unobstructed testing under ideal conditions. Actual range will vary due to local conditions, including but not limited to environment, terrain, physical obstructions, vehicle location and orientation, interference and other possible impediments.

REMOTE START SYSTEMS

Clifford remote starts millions of vehicles – including manual shift vehicles – and Clifford systems have the very latest digital OEM integration technologies built in! Most include the Innovations Award-winning XPRESSPORT™, which allows a bypass & interface to make a direct digital connection to the CPU.



Clifford 4806X
LED 2-Way



Clifford 4706X
LCD 2-Way



Clifford 4105X
Four Button 1-Way



Clifford 4205X
One Button 2-Way LED



Clifford 4606X
1-Way



Clifford 4115X
One Button 1-Way



Clifford CS3001
2-Way

2-WAY Clifford 4205X

1-Button Remote Start

- Remote Start system
 - Unlock while running*
 - Horn Honk*
 - Up to 2000ft range
- * Additional parts and labor may be required.



2-WAY Clifford 4706X

2-Way LCD Remote Start with Keyless Entry

- 24-channel remote start and keyless entry system
 - Priority icon map with 20% larger display
 - Rechargeable battery with micro-USB charging port
 - Tone and vibrate alert modes
 - Active temp check
 - 5 auxiliary channels
 - Comfort closure*
 - Horn Honk*
 - SmartStart & timer start
 - XPRESSPORT™
- * Additional parts and labor may be required.



2-WAY Clifford 4806X

2-Way LED Remote Start and Keyless Entry System

- 24-channel remote start and keyless entry system
 - Tone and vibrate alert modes
 - Temp check
 - 5 auxiliary channels
 - Comfort closure*
 - Horn Honk*
 - SmartStart & timer start
 - XPRESSPORT™
- * Additional parts and labor may be required.



1-WAY Clifford 4105X

1-Way Remote Start

- Up to 1/4 mile range**
 - Bitwriter programmable for easy configuration
 - Superhet receiver for great range
 - Unlock, panic and remote start
 - XCR relays onboard
 - Timer mode
- * Additional parts and labor may be required.



1-WAY Clifford 4115X

1-Button Remote Start

- Up to 1/4 mile range**
 - Bitwriter programmable for easy configuration
 - Superhet receiver for great range
- * Additional parts and labor may be required.



1-WAY Clifford 4606X

1-Way Remote Start

- 24 channel remote start and keyless entry system
 - 5 auxiliary channels
 - Comfort closure*
 - Horn Honk*
 - SmartStart & timer start
 - XPRESSPORT™
- * Additional parts and labor may be required.



2-WAY Clifford CS3001

SmartStart Remote Start System

- Adds 2-way functionality via Clifford SmartStart app, with security smart alerts, command confirmation and other Clifford SmartStart features
 - DBALL2Pro interface included
- * Additional parts and labor may be required.

Every Clifford Remote Start System has the following features:

- D2D port for plug-in XPRESSKIT vehicle interface
- Extreme capacity relays onboard
- Flex relays for remote start
- Defroster output*
- Virtual Tach – patented DSP-based tachless solution
- Parking light flash
- Anti-grind* option
- Clifford SmartStart compatible

Features:

	4706X	4806X	CS3001	4606X	4205X	4115X	4105X
Remotes	One SST 2-way LCD remote and one 5-button SST 1-way remote	One SST LED 2-way remote and one 5-button SST 1-way remote	Clifford SmartStart app smartphone*** control	One 5-button SST 1-way remotes	Two 1-button mini 2-way SuperCode remotes	Two 1-button mini 1-way remotes	Two 4-button 1-way remotes
Range	SST one Mile**	SST one Mile**	Virtually unlimited if vehicle and smart-phone*** have signal	SST 1/2 Mile**	SuperCode range up to 2,000 ft**	up to 1/4 mile range**	up to 1/4 mile range**
2-Way or 1-Way	2-way	2-way	2-way (app)	1-way (2-way ready)	2-way	1-way	1-way
Command Confirmation System Trigger Notifications	On the LCD screen	LEDs on the remote	On the smartphone***	No	LED	No	No
Priority User Interface	Yes	No	Clifford SmartStart smartphone*** user interface	No	No	No	No
Rechargeable Battery	Yes	No	Depends on smartphone***	No	No	No	No
Smart Start & Timer Start	Yes	Yes	No	Yes	No	No	No
24-Channel Remote Start Keyless Entry	Yes	Yes	No	Yes	No	No	No
Control Center	Yes	Yes	No	Yes	No	No	No

*Additional parts and labor may be required. ** SST one mile range based on line-of-sight unobstructed testing under ideal conditions. **Actual range will vary due to local conditions, including but not limited to environment, terrain, physical obstructions, vehicle location and orientation, interference and other possible impediments. ***Smartphone sold separately.