



zTrip Places New Order for Digital Ally's DVM-250, Asset Tracking Unit and FleetVu Manager

zTrip to Integrate Digital Ally's Complete Solution For All Vehicles In Most Recent Fleet Acquisition

Lenexa, KS | January 22, 2020

Digital Ally, Inc. (NASDAQ: DGLY) (the "Company"), which develops, manufactures and markets advanced video recording products for law enforcement, emergency management, fleet safety and security, today announced a new order from zTrip, Inc. ("zTrip") for the Company's DVM-250 in-car video event recorder, new asset tracking unit (ATU), and video management platform, FleetVu Manager. zTrip will outfit its newest acquisition in Indianapolis, IN, with 100 of the Company's in-car video event recorders and 100 ATUs. This order demonstrates zTrip's continued initiative for enhanced passenger and driver safety.

zTrip's Indianapolis location will become the second zTrip fleet to implement the Company's new ATU, joining the Kansas City fleet. The ATU is crucial for capturing data that will improve driver behavior as well as increasing the overall efficiency of the fleet. Integrated with a mobile hotspot, the ATU will report data such as GPS location, fuel consumption, and other trackable data for fleet managers. The deployment of the DVM-250, integrated with Digital Ally's new ATU and the FleetVu Manager software, will generate recurring service revenues in addition to the upfront hardware sale.

Stan Ross, CEO of Digital Ally, stated "We are excited to continue to grow our relationship with zTrip and implement our products for its newest fleet of vehicles. We are especially excited to deploy our new asset tracking unit in Kansas City and Indianapolis," continued Mr. Ross. "This device, paired with our back-end software, will generate valuable data, giving a more detailed view into each vehicle and the fleet as a whole," concluded Mr. Ross.

About Digital Ally

[Digital Ally](#)[®], headquartered in Lenexa, KS, specializes in the design and manufacturing of the highest quality video recording equipment and video analytic software. Digital Ally pushes the boundaries of technology in industries such as law enforcement, emergency management, fleet safety and security. Digital Ally's complete product solutions include in-car and body cameras, cloud and local management software, and automatic recording technology. These products work seamlessly together and are simple to install and operate. Digital Ally products are sold by domestic direct sales representatives and international distributors worldwide.

For additional news and information please visit www.digitalallyinc.com or follow additional Digital Ally Inc. social media channels here:



Contact Information

Stanton Ross, CEO

Tom Heckman, CFO

Digital Ally, Inc

913-814-7774

info@digitalallyinc.com

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this press release. A wide variety of factors that may cause actual results to differ from the forward-looking statements include, but are not limited to, the following: the extent and timing of the continued expansion of the zTrip relationship with the Company; the Company's ability to continue to grow its recurring service revenues; competition from larger, more established companies with far greater economic and human resources; its ability to attract and retain customers and quality employees; the effect of changing economic conditions; and changes in government regulations, tax rates and similar matters. These cautionary statements should not be construed as exhaustive or as any admission as to the adequacy of the Company's disclosures. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words "believes", "expects", "anticipates", "intends", "estimates", "plans", "projects", "should", or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. The Company does not undertake to publicly update or revise forward-looking statements, whether because of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in its annual report on Form 10-K for the year ended December 31, 2018 and in its quarterly report on Form 10-Q for the three and nine months ended September 30, 2019.