



For Immediate Release

Trade Show Stand #726; Gear Stand #401

**VELODYNE CELEBRATES SXSW WITH 'AUSTIN JUMP-OFF 2014'
MARCH 12 ON THE ROOFTOP AT MAGGIE MAE'S**

***Maker of High-Performance Audio Gear Marks 30 Years of Innovation
With Plenty of Music, Free Beverages and Chances to Win Velodyne Products***

AUSTIN, Texas (March 7, 2014) – High-performance audio technology innovator [Velodyne](#) today announced it is a sponsor of “The Austin Jump-Off 2014,” set for Wednesday, March 12, from 11:30 a.m. to 5:30 p.m., on the rooftop at Maggie Mae’s in the heart of Austin’s entertainment district.

The free event will feature live music by Philip Sheppard, Finish Ticket, The Mowgli’s, The Last Internationale, The Rocketboys, Bipolar Sunshine and A Great Big World, not to mention free beverages and plenty of chances to check out Velodyne’s line of technically innovative headphones with interchangeable custom-designed skins. SXSW attendees also can scan the QR code on their badge for a chance to win a [Velodyne](#) product.

“There’s nothing better than live music – unless it’s live music played through one of Velodyne’s in-ear or over-ear headphones or the recently launched wireless Velodyne Wi-Q subwoofer,” said Marta Hall, president of Velodyne and designer of many of the company’s 35-plus custom headphone skins, available with its vLeve and vFree headphone models. “We’re delighted to partner with CandyShop Management, Black Magnetic Records and The Cellar Music to bring two of our favorite bands, Finish Ticket and The Mowgli’s, to the stage and to give partygoers the chance to get acquainted with Velodyne from atop one of Austin’s most famous live-music destinations.”

“The Austin Jump-Off 2014” marks Velodyne’s first appearance at SXSW and its 30th year as an innovator of high-end audio technology. The Silicon Valley company – widely recognized as the leading manufacturer of high-performance, low distortion powered subwoofers – has expanded its line of technically innovative in-ear and over-ear audio products with interchangeable custom-designed skins that enable audiophiles to personalize the look of their headphones.

In addition to the kick-off event, Velodyne will showcase its audio product line at Stand #726, at The Trade Show, and Stand #401, at the Gear Show. Those stopping by any of the

Velodyne venues also can scan their badge QR code to automatically enter an exclusive SXSW drawing. Winners will be posted at www.velodyne.com.

About Velodyne

Founded in 1983 and based in California's Silicon Valley, Velodyne, Inc. is a diversified technology company known worldwide for its high-performance audio equipment and real-time LiDAR sensors. The company is widely recognized as the leading manufacturer of high-performance, low-distortion, powered subwoofers and an expanding line of technically innovative in-ear and over-ear audio products, which include interchangeable, custom-designed skins that enable audiophiles to personalize the look of their headphones. Velodyne products are available online at www.velodyne.com and from a select group of authorized dealers, custom installers and distributors worldwide. Since 2007, Velodyne's LiDAR division has emerged as a leading developer, manufacturer and supplier of real-time LiDAR sensor technology used in a variety of commercial applications including autonomous vehicles, vehicle safety systems, 3D mobile mapping, 3D aerial mapping and security. For more information, visit www.velodynelidar.com. For the latest information on new products and to receive Velodyne's newsletter, visit <http://velodyne.com/sxsw>.

Media Contact:

Ken Greenberg
Edge Communications, Inc.
(323) 469-3397
ken@edgecommunicationsinc.com