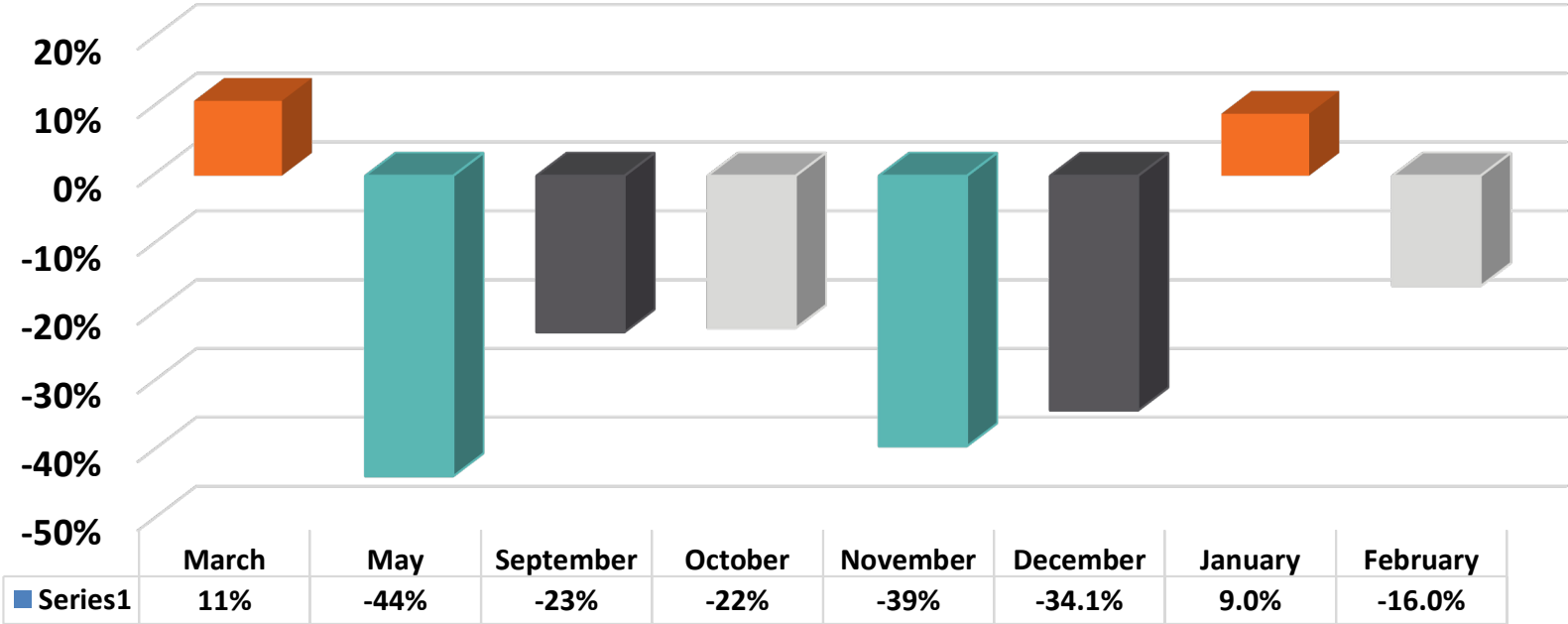


# OIA's Product Spotlight

Over the past few years we have continued to see the steady decline in stand alone GPS systems. This may be due to the increases in phone technology, smart watches, and the convenience of do it all phone apps. Apps such as Mountain Bike Project, All Trails, Trail Run Project and now even more powerful paid apps like [OnX](#) and [GaiaGps](#) are entering into the marketplace and holding strong among consumers. Even though there may always be a place for stand alone GPS's on multi-day backpacking/bikepacking adventures, remote hunting trips and anywhere requiring better battery life; for most of the weekend warriors and after work trail crushers an app on their phone is going to be the GPS of choice.

GPS System Sales v SMLY



\*SMLY – Same Month Last Year