

## **Former Leader of iLife / iTunes Team at Apple Joins TASER User Experience Pioneer Todd Basche Brings Connected Device Expertise to Enhance the Axon Network**

SCOTTSDALE, Ariz., Oct. 25, 2016 /PRNewswire/ -- TASER International (NASDAQ: TASR) the global leader in Smart Weapons and digital evidence management solutions with the leading body-worn camera, today announced the addition of Todd Basche as Executive Vice President of Axon Devices. Todd has spent decades developing new products in the technology sector, from his early years innovating hardware solutions for Sun Microsystems to his more recent tenure at Apple, where he was responsible for the creation of iLife (the integrated suite of software including iTunes, iMovie, iDVD and iPhoto). Over the course of his years in the industry, Todd has been a champion of creating fantastic user experiences in emerging technologies, working to make cutting edge tools easy-to-use and driving massive user adoption.

"When it comes to breakthrough new product development there are few people who can compete with Todd Basche's decades of experience as a leader in some of the most momentous product ecosystems in the world," said TASER CEO and co-founder Rick Smith. "He has precisely the kind of forward-thinking, user-focused mindset that we value so highly at TASER. I'm excited to see our Axon suite of products becoming even more robust and innovative under his guidance. He is already contributing bold ideas to advance our mission to protect life and protect truth."

"When I met the team and understood TASER's mission, I knew this was the company for me," said Todd Basche. "I see TASER as a place for me to combine my social consciousness with my high tech skills and have them all come together. It's so amazing to have a job where I can contribute to making communities safer through technology. I am really thrilled to be joining the team."

After beginning his career in the world of enterprise hardware (developing the SPARCstation with Sun Microsystems), Todd quickly branched out, applying his unique set of skills to consumer hardware and software as one of the founders of Visioneer, where his passion for user centric designs led to the creation of a revolutionary personal scanner product that fueled sales and resulted in an IPO in just three years. Later, Todd would create award-winning enterprise software as the general manager of Remedy. While at Apple, he regularly pitched 'new ideas' to Steve Jobs, including the concept for the integrated iLife suite of applications. Jobs greenlighted the project and Todd was put in charge of the iApps software development team days later.

Todd and his wife created Wordlock, a company that has sold word-based combination locks in more than 40,000 retail stores across 11 different countries. Most recently, Todd was VP of Software planning for all of Dell's PC business. In addition to his considerable professional experience, Todd is also the holder of more than 25 patents.

### **About TASER International, Inc.**

TASER International makes communities safer with innovative public safety technologies. Founded in 1993, TASER first transformed law enforcement with its electrical weapons. TASER continues to define smarter policing with its Axon brand which includes a growing suite of connected products and services from body cameras and digital evidence management tools to mobile apps. More than 173,000 lives have been saved from death or serious injury with TASER's products and services. Learn more at [www.TASER.com](http://www.TASER.com) and [www.axon.io](http://www.axon.io) or by calling (800) 978-2737.

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