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## **ClearMechanic CEO Brad Simmons to Speak at Digital Dealer Conference in Las Vegas**

*Simmons Will Lead Panel Discussion on Importance of Visual Media in Explaining Repairs*

San Francisco, CA – (August 25, 2011) ClearMechanic CEO Brad Simmons has been selected to speak at this fall's Digital Dealer Conference & Exposition on October 6<sup>th</sup> from 2:30 p.m. to 3:20 p.m. Simmons will lead a panel discussion titled, "Seeing is Believing: Using Photos and Videos to Restore Trust in the Service Department." The panel will also feature TimeHighway President Karen Dillon and AutoNetTV CEO Robert Cannon, both actively involved in promoting visual media and transparency in automotive service centers.

The panel discussion will focus on the importance of multimedia content, including real-time photos and videos, in addressing consumer mistrust in the automotive repair process. Panelists will discuss the perspectives and interests of various stakeholders in the repair process, including car owners, technicians, service advisors, service managers and dealer principals. With their experience developing products tailored for dealerships and independent repair shops, all panelists can comment on the role of technology in enabling improved service and transparency.

The 11th Digital Dealer Conference & Exposition will be held from October 5<sup>th</sup> to 7<sup>th</sup> at The Mirage in Las Vegas. More information can be found at <http://www.digitaldealerconference.com>.

Simmons is the CEO of ClearMechanic, provider of "visual explanation" tools for automotive service centers. Using ClearMechanic's mobile application, service centers can take high-quality photos of a customer's vehicle and immediately post them to their web site **at no charge**. This free offering also features ClearMechanic's illustration content next to each vehicle photo to provide full context for the customer.

### **About ClearMechanic, Inc:**

Founded in 2008, ClearMechanic is a visual selling tool that provides a transparent process for service recommendations and repairs. Service managers who use ClearMechanic can see sales conversion rates increase to 90 percent. For more information, please visit [www.clearmechanic.com](http://www.clearmechanic.com) or e-mail [info@clearmechanic.com](mailto:info@clearmechanic.com).