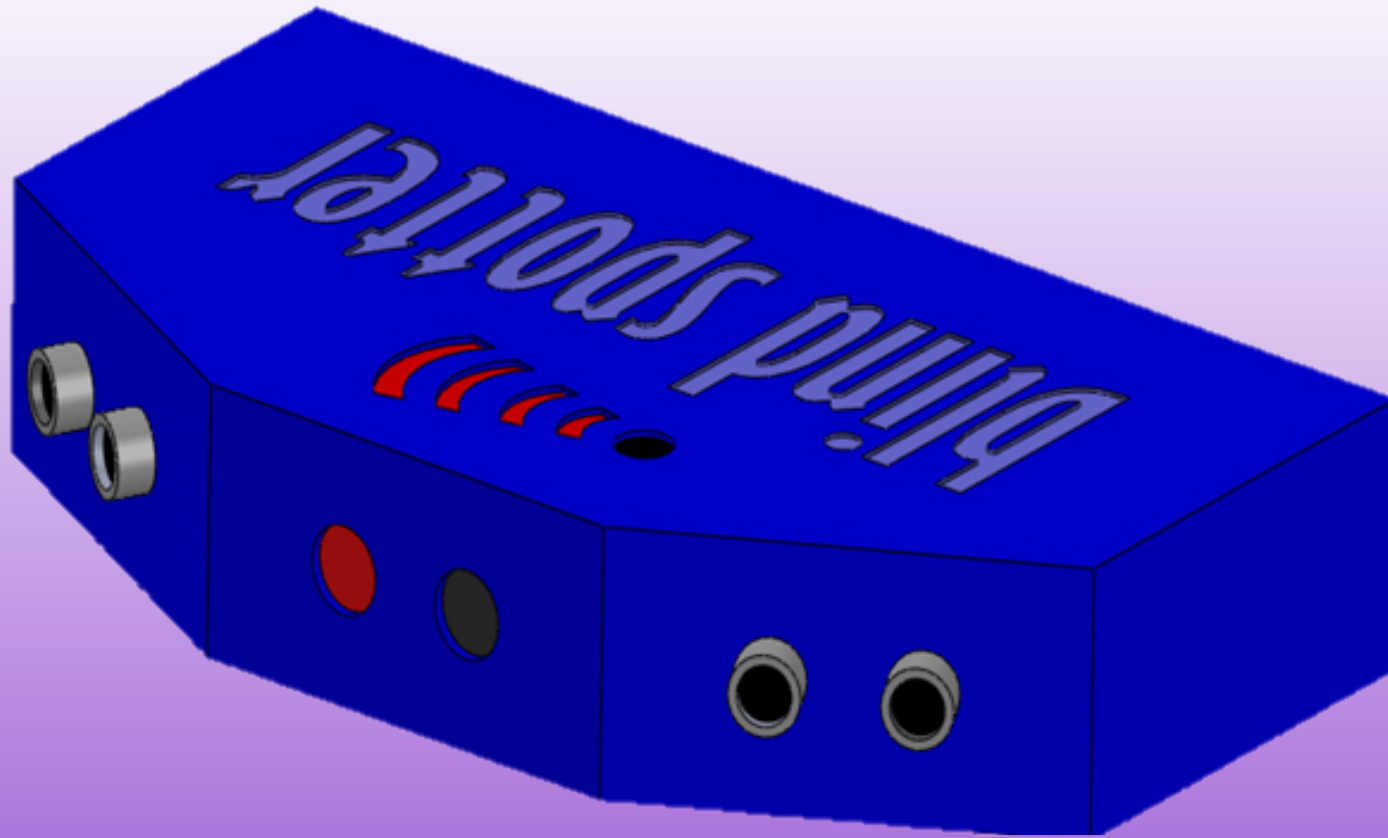


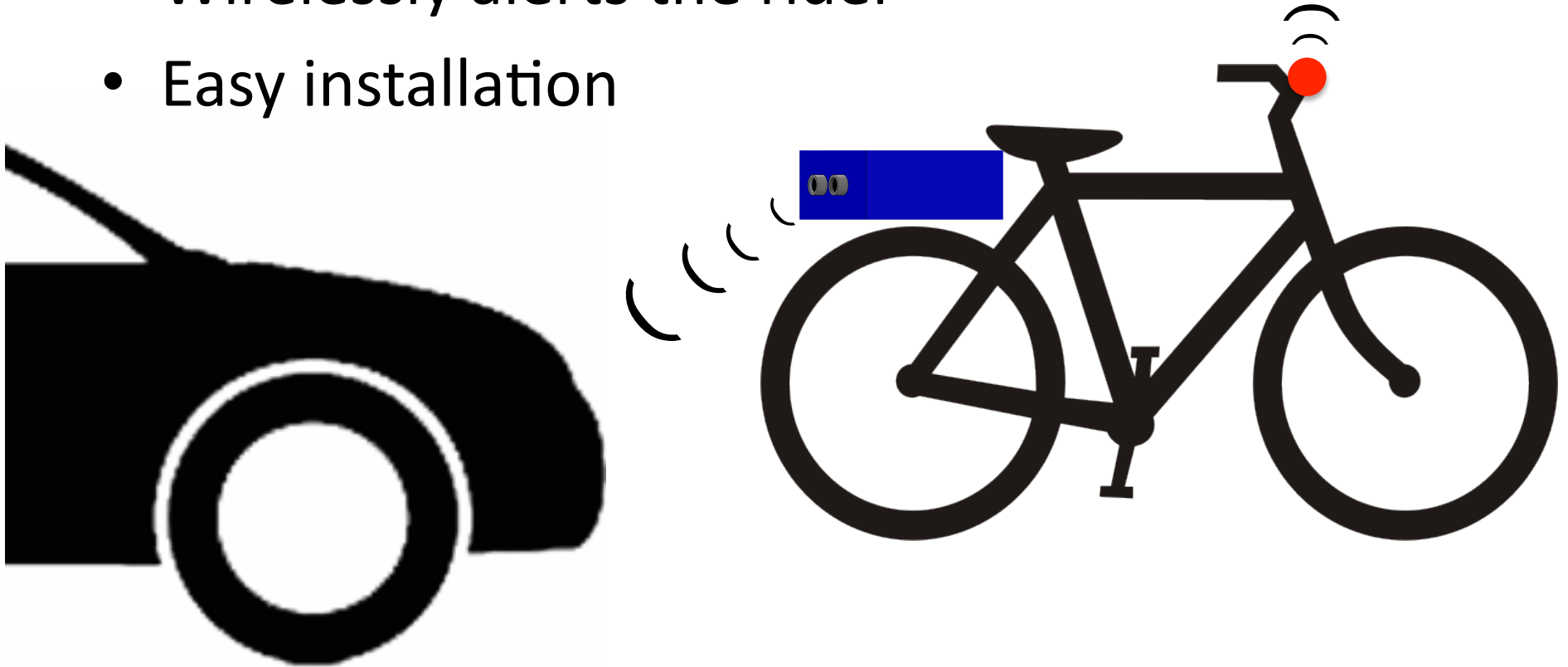


Blind Spotter

Purple A

Product Overview

- Detects vehicles in blind spot
- Wirelessly alerts the rider
- Easy installation

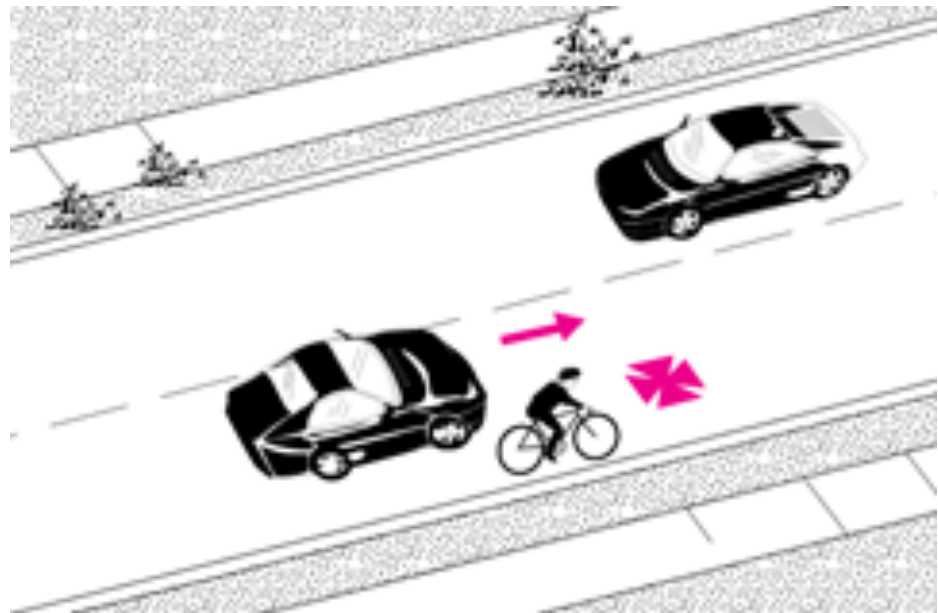


Bicycle: <http://www.atlantabike.org/starterbikes>

Car: http://www.clipart.com/cliparts/8/8/e/e/12824259151862440505car1v_vectorized-hi.png

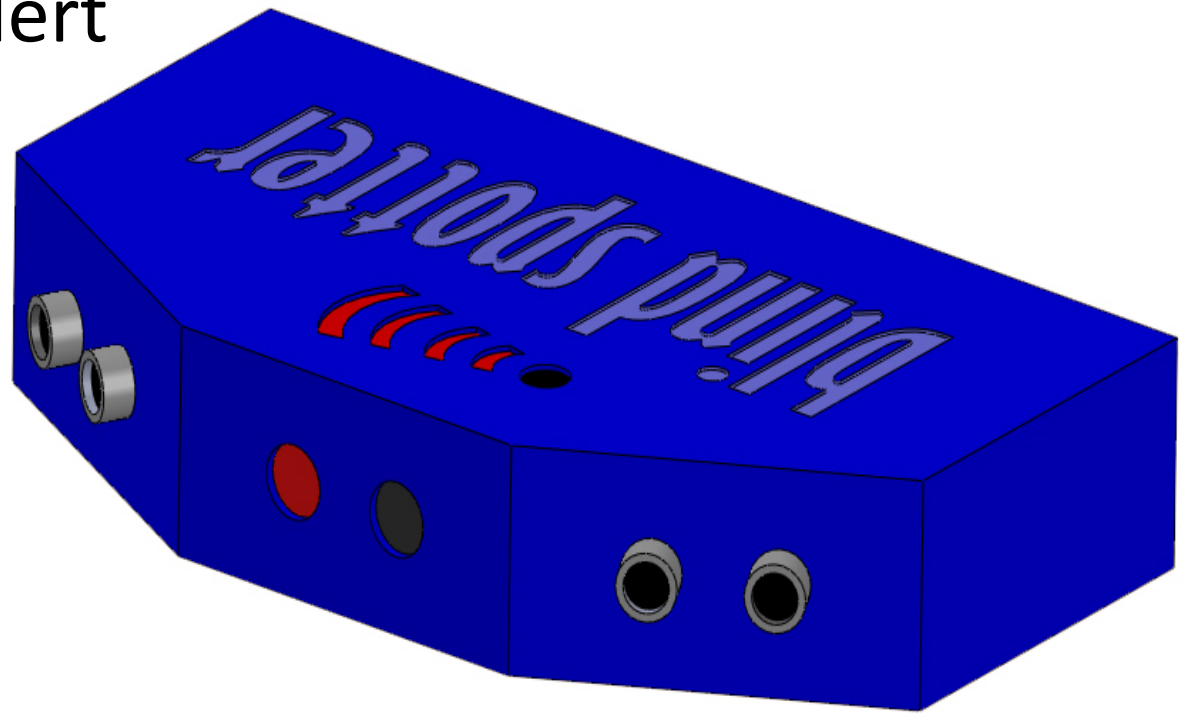
Product Overview

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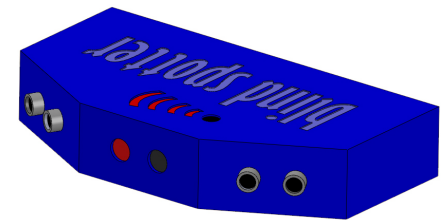


Sketch Model

- Ultrasonic sensors
- Arduino Uno
- Wired visual alert



Benchmarking

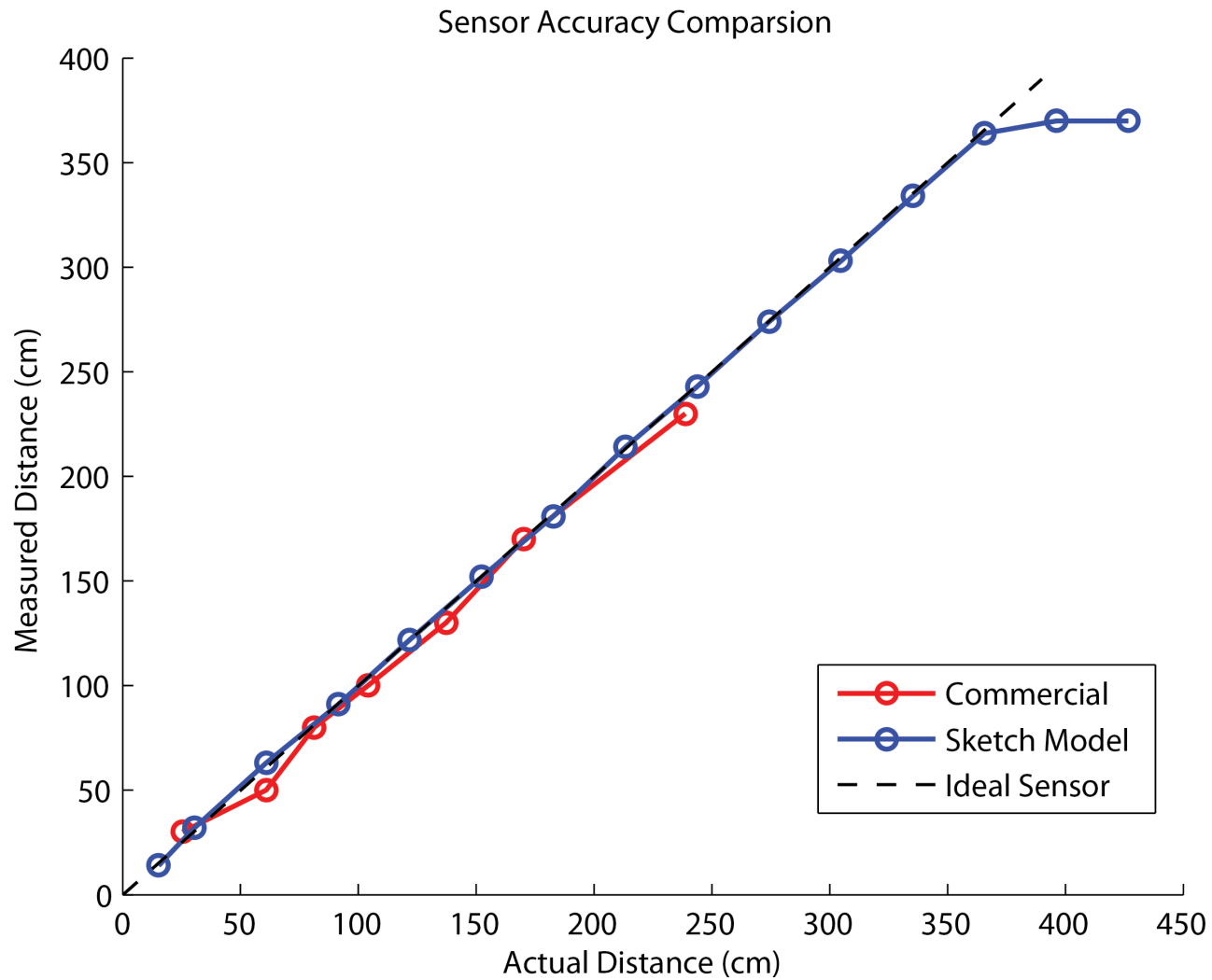


	Ford BLIS	Commercial Parking Sensor	Blind Spotter
Sensor	Radar	Ultrasonic	Ultrasonic
Alert	Flashing light near mirror	Visual indicator, proportional beep	Flashing light*
Range	13.5 meters	2.4 meters	3.5 meters
Cost	\$595	\$25	~\$30

Ford BLIS: <http://stwot.motortrend.com/files/2011/07/Volvo-SCC-BLIS-1024x666.jpg>

Commercial Parking Sensor: <http://ecx.images-amazon.com/images/I/41TabP9BUTL. SS400 .jpg>

Testing



Market – Boston

Over 7,000 bicycles

Bicycle: <http://www.atlantabike.org/>
starterbikes

Market – United States

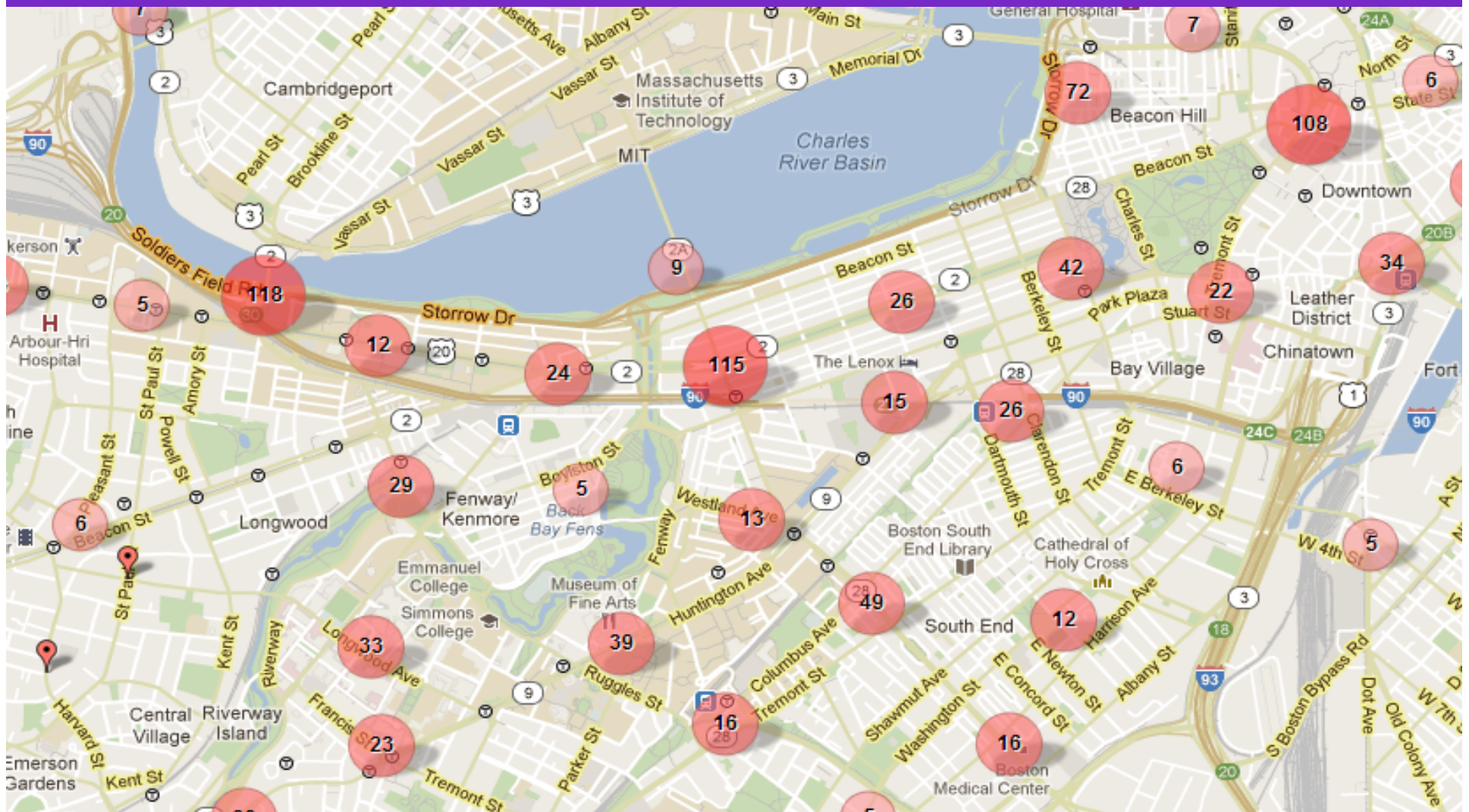


> 750,000 bicycle commuters

> 18 Million new bicycles sold each year

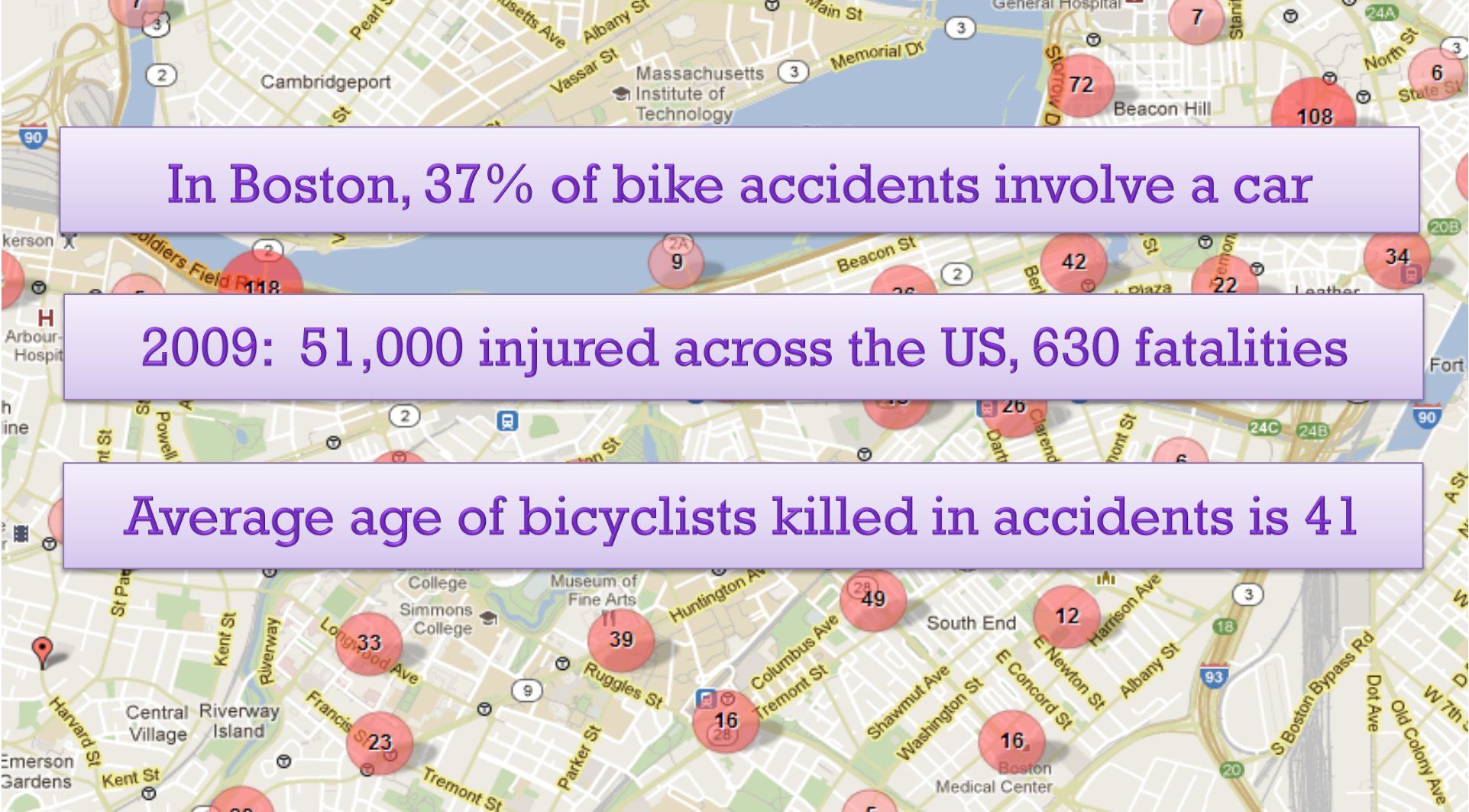
Approximately \$25 Million per year

Customer Needs



Concentration Map: <http://www.cityofboston.gov/bikes/statistics.asp>

Customer Needs



In Boston, 37% of bike accidents involve a car

2009: 51,000 injured across the US, 630 fatalities

Average age of bicyclists killed in accidents is 41

Next Steps

- Experiment with commercial range amplifiers
- User testing of various alert methods
- Size reduction and bicycle mount design