

Presse Release bike-flash

„And suddenly, a Cyclist“

Despite a shoulder check, cyclists can be difficult or even impossible to see. When making left or right turns, the blind spot poses a significant risk. The “bike-flash” aims to put an end to this danger.

A thermal imaging camera detects an approaching cyclist on the bike path from up to 50 meters away. Two dialogue-displays of the “bike-flash” begin to blink, making the warning unmistakable. The symbols on each display are designed to be quickly understood internationally and by all age groups. The first display warns the cyclist of the approaching car or truck. The second display signals to the car or truck driver, in the opposite direction, that a cyclist is on the bike path.

A stationary installation, the “bike-flash” is intended to raise awareness of the blind spot and significantly reduce or even prevent the high number of collisions in the future.

Deploying bike-flash-systems at left-/right-turn locations, entrances and exits of gas stations, government buildings, markets, high-traffic streets, or already known danger zones is crucial to combating the blind spot. The bike-flash installed along school routes teaches children about the danger of blind spots.

Parents, teachers and police officers have the opportunity to use installed bike-flash-systems to teach children how to handle blind spot risks.

Even without illuminated displays, the symbols as a “blind-spot” dialogue are easily recognizable and encourage reflection. For example, at traffic lights, crosswalks, etc., children also learn about various traffic situations.

This gives children a better chance of crossing intersections safely in the future, as they will know that cars or trucks might be turning from the left or right.

The “bike-flash” also provides significant assistance to car and truck drivers. A shoulder check is often not enough. Darkness, bad weather, or, especially in the case of vans and trucks, the blind spot is simply not visible – only a potential passenger could compensate for the shoulder check by looking right. Serious and often fatal accidents are, unfortunately, the tragic result.

We value your feedback on the “bike-flash” Please send your thoughts to:
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For more information, visit the bike-flash homepage: www.bike-flash.com