

# For Immediate Release

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## StrobeWise™ NEW SAFETY TECHNOLOGY RECEIVES VALIDATION FROM NASA

(Port Townsend, WA)—StrobeWise™ is one of the best new technologies of 2009 – according to NASA Tech Briefs 2009 “Create the Future” design contest. StrobeWise™ secured the second place award in the Safety & Security category, amid thousands of entries and provides further validation of the life saving potential offered by this revolutionary technology. Ford Motor Company’s Paul Davis and Honda’s Robert Runyon were among the judges.

StrobeWise™ can provide up to 10 seconds of additional warning time over and above brake lights to following vehicles thus warning them of a slowing or stopping vehicle that has yet to engage the traditional brake light features. The system monitors vehicle speed and acceleration over 1000 times per second and flashes an amber LED light signal rearward upon vehicle deceleration detection. It continues flashing while the vehicle is stationary thus mitigating the potential for rear-end collisions.

The StrobeWise™ system has been designed for both vehicles utilizing a center high-mount LED Light , as well as motorcycles by incorporating a rear fender mounted signal light. This exciting new technology is as also ideally suited for application on commercial trucks and fleet vehicles.

This innovation may prove especially useful for the motorcycle population. In 2006, a study conducted by the University of Southern California found that **“approximately three-fourths of motorcycle accidents involved collision with another vehicle”** and, more importantly, **“the failure of motorists to detect and recognize motorcycles in traffic is the predominating cause of motorcycle accidents.”** As most cyclists will tell you, there exists a feeling within the community that riders need all the help they can get with drawing the attention of other motorists on the road. A ten second advanced deceleration warning, along with a proactive flashing LED light, dramatically increases motorcycle visibility and safety. StrobeWise™ is proud to support and contribute to safer riding throughout the country.

NASA Tech Briefs, Create the Future Design Contest was launched in 2002 to help stimulate and reward engineering innovation. The annual event has attracted more than 5,000 product design ideas from engineers, entrepreneurs, and students worldwide. The 2008-09 competition set a new record, with over 1,000 entries.

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