



# Bike Transponders

Allowing bikes and smart cars to ride together,  
safely

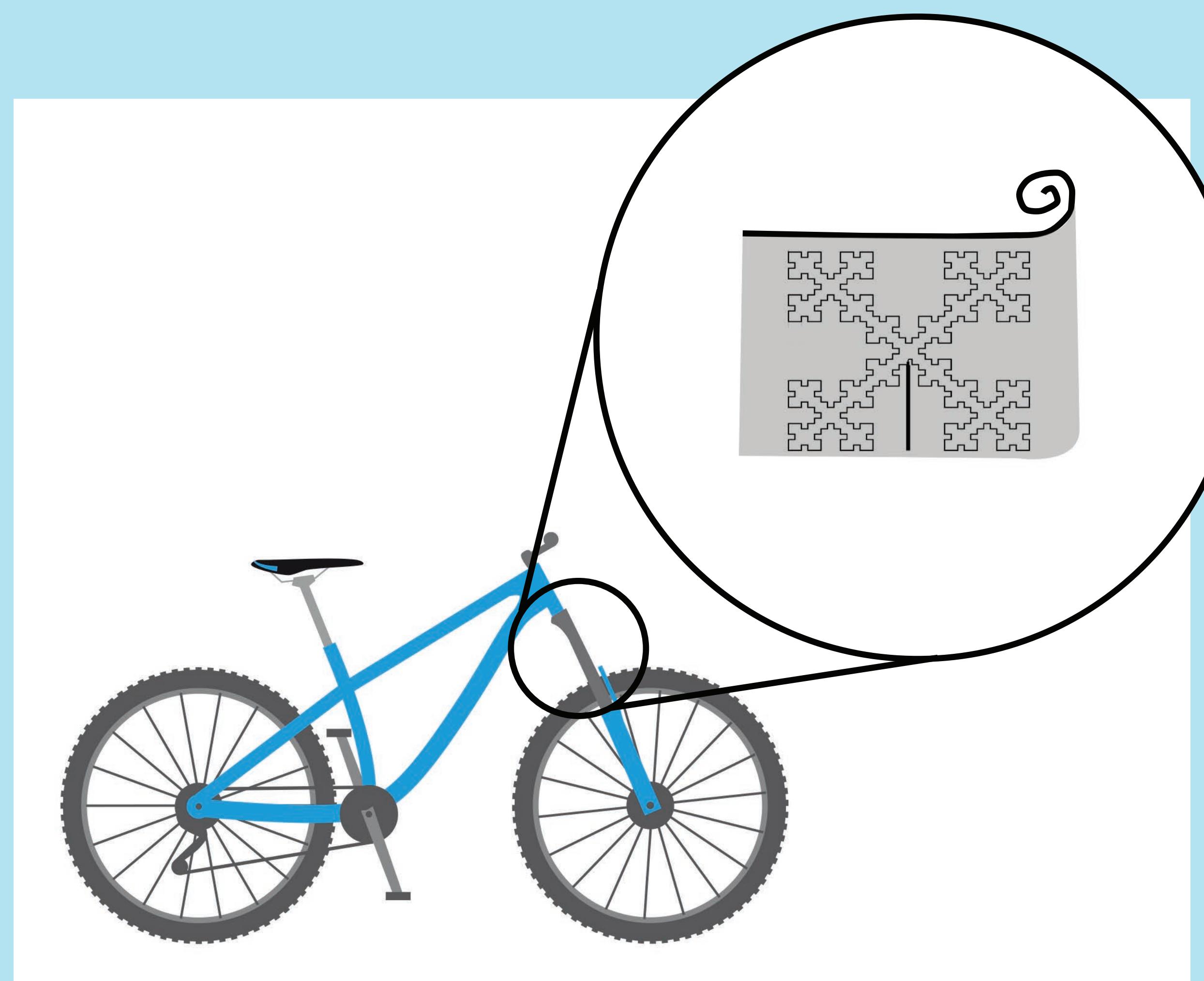
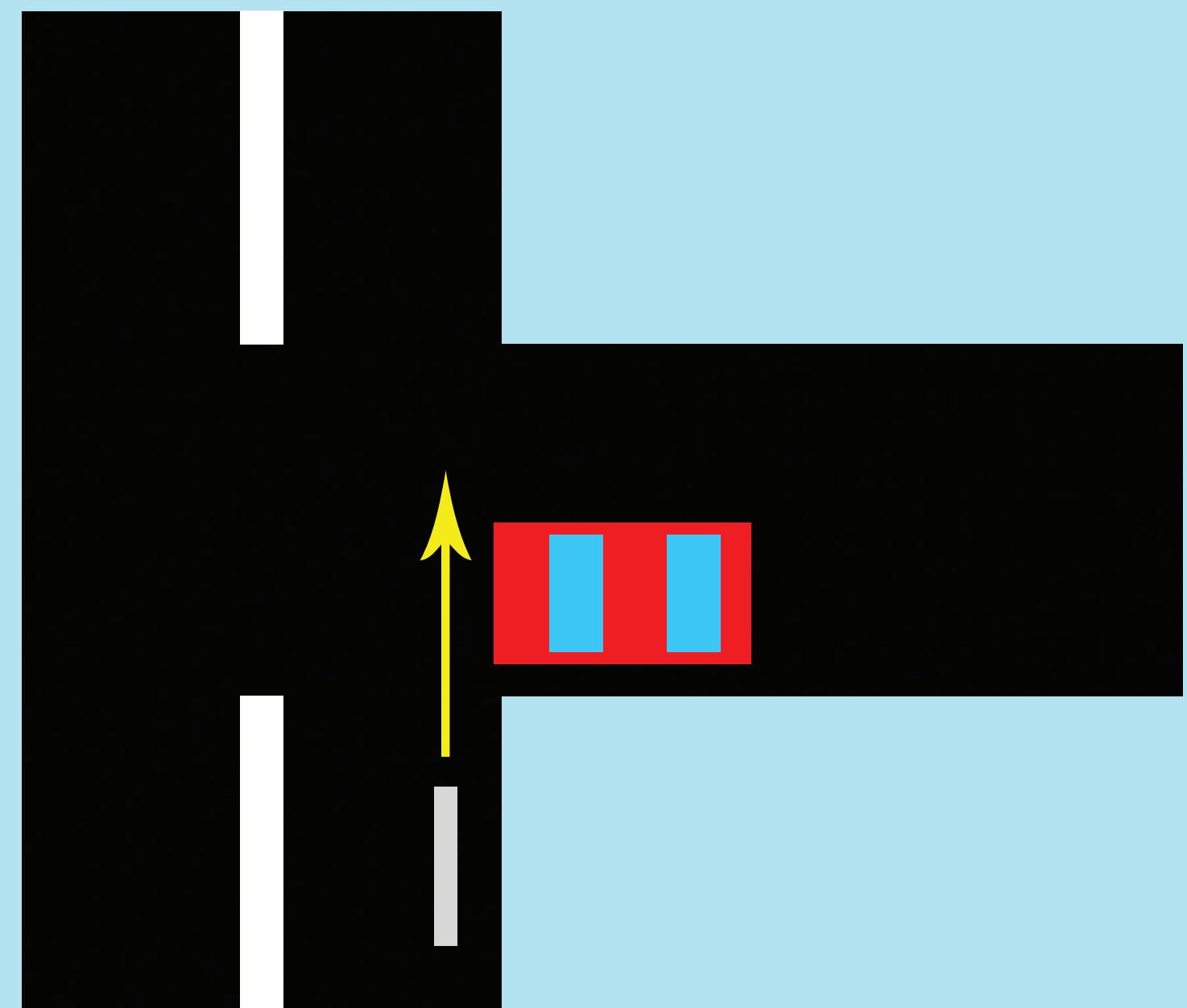
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## The Problem

- 2012 there were 726 reported bike accident deaths and 49,000 injuries
- 21% of people in inter cities are too scared to ride bikes
- The recent proposal to remove stoplights will add to the number of accidents between bikers and cars as an undesirable side effect.
- The majority of bike accidents are caused by cars colliding with bikes

Data From: National Highway Traffic Safety Administration(NHTSA)



## The Solution

- dedicated short range communications(DSRC) transponder that will be implemented into bikes or purchased by consumers
- Using vehicle to vehicle(V2V) technology, cars will be able to send out signals to bikes
- The transponder will send a message to the vehicle alerting the driver of a bicyclist sharing the road, how far the cyclist is, and the direction in which he/she is traveling in
- Using the DSRC transponder, the vehicles and infrastructure will be able to make decisions based on bike data