

Project AURA

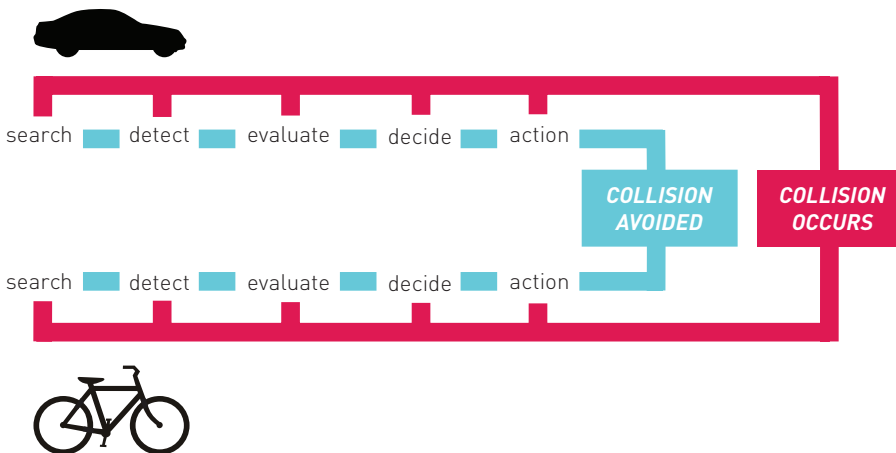


What is Project AURA?

Project Aura is a bicycle lighting system designed to address the issue of nighttime urban bike commuting. The system challenges the current paradigm of bike lighting by rethinking what the purpose of a bike lighting system really is. We embedded LEDs in the

rims of the bike, powered by a front hub dynamo. It was our intention to create a functional safety lighting system that riders want to use and want to be seen using it.

The anatomy of an accident:



If at any point during this sequence a driver or biker does not successfully accomplish one of the tasks, they deviate onto the red pathway and a collision occurs. A multitude of factors can cause either party to initiate the accident sequence.

Project AURA is a system for bikers, designed to help drivers **SEARCH**, **DETECT** and **EVALUATE** bikers.

Features:

Self Powered

Project AURA is powered by a front hub dynamo. When you start pedaling the system turns on, simple as that.

Responsive Color

The rims are illuminated a cautionary red at slow speeds and transition to white at cruising speed.

Integration with Bike

Bikes are inherently fashion items, and bikers often make the dangerous decision to sacrifice safety for style. By embedding the lighting system inside the rims, the form of the bike is left unblemished by plastic strap on lights

