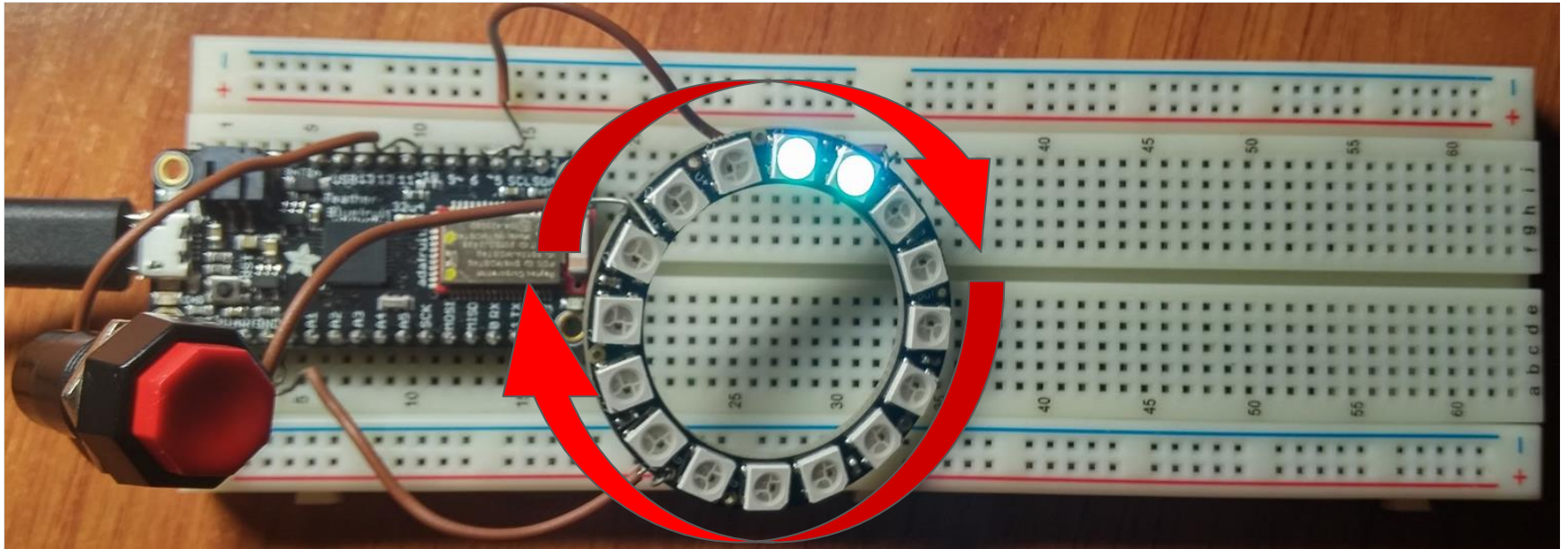




PROTOTYPE #1 **The Blinking Bicycle Jersey**

What could your idea look like at the moment?

Right now, this is only a button and a stripe of LEDs. The LEDs move in a circular way, firstly, only the first half of the LEDs move, then, the other half moves. At the moment, the button is just to turn the LEDs on and off, just to show that it works.



How could it work?

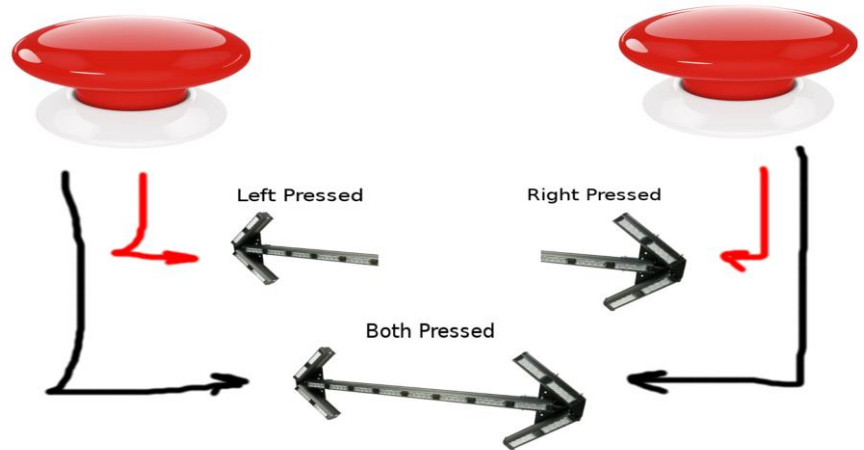
The device could consist of two buttons attached to the device, one to activate the left strip and the second one to activate the right strip of LEDs.

- If you press the left button, the left side will activate.
- If you press the right button, the right side will activate then.
- If you press both, both sides will blink.

Which technologies do you want to use?

Just a single line of LEDs, or two strips of LEDs that could act as arrows to signalize your direction.

Two buttons, one for each side.



**Who is your target
group and what could
you do to sell the
product to this
group?**

This project is focusing on cyclists, as this would be useful if they wear a strip of LEDs in their back of their clothes that could indicate where are they turning.

**How is your idea
different from already
existing similar
products?**

I haven't seen anyone wearing a shirt or a jacket that could act as a blinker to indicate your next turn.