

# THIS IS A GAME CHANGER

Third Eye Design is improving motorcycle visibility forever with their wireless, helmet-mounted brake and turn signal light.

Since the advent of the 12-volt electrical system, motorcycle tail and brake lights have remained basically unchanged. Because motorcycles have only one small brake/tail light, there just isn't much candlepower available to attract attention. Additionally, studies show that human depth perception is affected when a motorcycle is viewed among much bigger cars and trucks, making the motorcycle seem farther away than it really is. Motorcycles by their nature are hard to see. With the low placement of the brake light, and just a single source of light, being approached by car or truck while stopped is one of the most dangerous situations a motorcycle rider can encounter. These reasons and more have created a demand among motorcyclists for ways to improve visibility.

**A study by the National Highway Traffic Safety Administration (NHTSA)** measuring the long-term effectiveness of center high mounted stop lamps in passenger cars and light trucks found that these lights prevent thousands of motor vehicle crashes and injuries each year, and more than a half billion dollars in property damage costs.

The safety risks associated with riding a motorcycle are higher than those with driving an automobile. The Hurt Report, conducted through the NHTSA and the University of Southern California, showed that approximately 75% of all motorcycle accidents involve a collision with another vehicle, and that rear-end collisions are the most significant risk. Among their findings, it was shown that "the failure of motorists to detect and recognize motorcycles in traffic" is the predominant cause of motorcycle accidents. They further report, "The driver of the other vehicle involved in collision with the motorcycle

did not see the motorcycle before the collision, or did not see the motorcycle until too late to avoid the collision." Studies from around the globe share these findings—motorcyclists get hit because they aren't seen.

Third Eye Design's story began after its founder experienced a near collision with a motorcycle possessing a low-mounted, hard-to-see taillight. From this encounter, inView™—a wireless helmet brake and turn signal light—was born. After years of research and development, focus group studies, engineering development and patent work, national market research and a successful U.S. pilot, inView™ was ready for production. Third Eye Design was founded on the belief that technology can be used to make the world a better, safer place—one motorcycle at a time.

inView™ is a remote helmet-mounted brake and signal light utilizing a revolutionary, patented communication technology. This technology

provides an energy efficient, wireless lighting system capable of displaying brake lights, turn signal indicators and emergency lights. It is highly visible, and once installed, requires no more user interaction than a standard brake light. Its operation is fully automatic, does not require switches or the need to turn it on or off.

inView™ uses state-of-the-art LEDs mounted where it should be—at eye level on the back of a motorcycle helmet—to alert motorists when a motorcycle is braking or turning. It attaches to any helmet; the included transmitter connects easily to any motorcycle including those with CAN Bus systems. Its innovative design features built in diagnostics that alert the rider to a successful connection with the transmitter and warns of a low battery situation. It is fully programmable and upgradable to include features such as brake modulation, multiple pairing options, simple transfer from helmet to helmet, and brakeless deceleration detection with simultaneous brake light illumination.

## inView™ key features:

- Brake, turn signal & hazard light functionality
- Technology so efficient it doesn't need an on/off switch
- Automatic diagnostics that test function, LEDs and battery life
- Integration with the motorcycle braking and signaling systems
- Deceleration (down shifting) illuminates helmet light and accessory motorcycle tail light (included)
- Ultra-bright LEDs—for daytime visibility
- Long battery life
- Utilizes common, easily replaced batteries
- Easily transfers between helmets
- DIY installation
- Engineered and manufactured in the USA

Sold directly through Third Eye Design's web site ([www.ThirdEyeDesignInc.com](http://www.ThirdEyeDesignInc.com)) and select dealers nationwide, inView™ is available now.

# inView

Wireless Brake and Turn Signal Light

**Ultra Bright ■  
Helmet Mounted**

[www.thirdeyedesigninc.com](http://www.thirdeyedesigninc.com)

