



PRESS RELEASE

Head-up Display USEE® in the final round of the EUROBIKE Award

Heidelberg – 2018, July, 4th – As part of the EUROBIKE Award, the USEE® has been selected by the six-member expert jury as one of the most innovative products from a total of 366 submitted items and it thus reached the final round of this prestigious award.

The USEE® HUD, developed and patented by MOMES GmbH, is a head-up display for bicycle helmets. With the 'Eyes-on-the-Road-benefit', USEE® enables intelligent monitoring of all relevant performance parameters as well as safe navigation in cycling. With the USEE®, cyclists can keep an eye on both the environment and the important data at the same time. This keeps the eyes on the road and the hands on the handlebars.

With a weight of only 20g, the product is comfortable to wear and it is also interesting for cyclists, who otherwise do without every unnecessary gram. But not only ambitious performance riders, also urban cyclists will get suitably rewarded due to the personalized data visualization. While the professionals focus on power and heart rate, the "normal cyclists" prefer information such as navigation, distance and time.

The USEE® has an LCD display, which allows excellent readability of the displayed information in any weather situation and thanks to the light collector, it automatically adapts to the light conditions of the environment. The extremely high load capacity and the 100% waterproof housing, combined with a battery run-time of up to 400 hours, make the USEE® a perfect extension for all cycling enthusiasts.

The smart device is initially available for owners of the ABUS GameChanger, Aventor and Viantor race helmets. Mounting on other ABUS helmet models is already in the development phase.

The USEE® HUD has been awarded the Gold Winner ISPO Award in 2018.

RRP: 129,90€

Image download: https://www.dropbox.com/sh/fl7o6o5z9t17q6z/AAA_0ikkELKgJW7tLTynBJn1a?dl=0

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