



SAFERIDER

Advanced Telematics for enhancing
the **safety** and comfort of motorcycle **riders**

www.saferider-eu.org

Press Release of Exhibition Stand @ ICT Event Brussels



27-29 September 2010

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Contact:

SAFERIDER Project Coordinator
Dr. Evangelos Bekiaris
Center for Research & Technology Hellas
Hellenic Institute of Transport
abek@ceth.gr

SAFERIDER Technical Manager
Roberto Montanari
University of Modena & Reggio Emilia
Human Machine Interaction Group
roberto.montanari@unimore.it

About SAFERIDER

SAFERIDER was launched in January 2008 and is expected to conclude end of 2010. It studies the potential of ARAS (Advanced Rider Assistance Systems)/ OBIS (On-Bike Information Systems) integration with Powered Two-Wheelers (PTWs) for the most crucial functionalities. It also develops efficient and rider-friendly interfaces and interaction elements to enhance riders' comfort and safety.

SAFERIDER adapted and developed 9 ARAS/OBIS functionalities for PTW's and also designed and developed the appropriate Human-Machine Interaction elements for them. Specifically, it has developed:

- ARAS functions: Speed alert, Curve warning, Frontal collision warning, Lane change support, Intersection support.
- OBIS functions: eCall, Navigation & Route Guidance, Telediagnosics, Weather, traffic & black spot warnings.

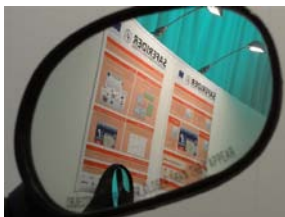
The HMI elements have been designed based on a common and unified concept, encompassing visual, acoustic and haptic elements.

The ARAS and OBIS functions along with most promising element combinations for each ARAS/OBIS functionality, have been selected and integrated in 8 different PTW demonstrators of different size (scooter, motorcycle), as well as on 3 riding simulators.

A series of verification pilots have been just finalized or are ongoing in four different countries (France, Greece, Italy and United Kingdom).

Verification results, future roadmap and final demonstration of the SAFERIDER developments will be presented during the SAFERIDER Final Event & Demonstration that will be held in MIRA premises in Warwickshire, UK on November 5th 2010. For more information on SAFERIDER Final Event & Demonstration please visit our website: www.saferider-eu.org. We look forward to welcome you!

SAFERIDER Stand @ ICT 2010 Exhibition



SAFERIDER presented its developments during the ICT 2010 Event that was held in Brussels on September 27-29, through its stand located at the R7 "Safety & Security" area of the Exhibition Hall.



Figure 1: Overview of SAFERIDER exhibition stand during the ICT Event 2010 (area R7).

The stand presented two of SAFERIDER demonstrators; one focusing on ARAS functions (Yamaha Tenere) and the other on OBIS functions (Piaggio MP3).



Figure 2: The two SAFERIDER demonstrators exhibited at the ICT Event 2010; on the left the Yamaha Tenere demonstrator equipped with ARAS functions and at the right the Piaggio MP3 demonstrator equipped with OBIS functions.

SAFERIDER exhibited two of its demonstrators (eight in total); one demonstrating Advanced Rider Assistance Systems (ARAS) and another demonstrating On-Bike Information Systems (OBIS), using several innovative tactile information provision and warning elements.



Figure 3: SAFERIDER stand during demonstration of the two bikes.

The static demonstration of the two bikes focused on the interaction of the visitors with the concept of two ARAS functions (Frontal Collision Warning-FCW and Curve Warning-CW) and two OBIS functions (eCall and Navigation & Route Guidance) as well as on the testing of the different HMI

elements available for each function (visual warning on navigation screen, haptic helmet, haptic glove, haptic handle).

The feedback and general feeling of the visitors, although from different fields (stakeholders, researchers, industry, students) was quite positive towards the challenge of the technology and mainly the innovative haptic HMI elements, which were considered as quite successful approaches towards tackling the very sensitive area of riders' information provision and safety warning.



Figure 4: Visitors while testing SAFERIDER demonstrators.

SAFERIDER Exhibition stand was **awarded** with the **3rd Best Exhibit prize** during the Closing ceremony that was held on September 29th, the only award given in the Safety & Security area. This prize was a true reward for the SAFERIDER Consortium 3-year efforts and a precursor for a new technological era in the area of motorcycle active and passive safety.



Figure 5: SAFERIDER team during the 3rd Best Exhibit Prize award.