



## **Tome and Trek to explore bike-vehicle safety at U-M's TechLab at Mcity**

Mobility company exploring AI to map most dangerous areas on road, provide alerts for vehicles and cyclists

DETROIT – Sept. 5, 2017 – Add Tome Software to the list of innovators heading to the University of Michigan's TechLab at Mcity, where the company will work with Trek Bicycle on proof-of-concept solutions that use artificial intelligence to reduce the number of bike-vehicle collisions.

Tome, already a leader in the development of custom software that solves difficult problems in the mobility tech space, has announced a year-long project with TechLab at Mcity. TechLab is an experiential learning incubator for early-stage transportation technology startups, that places a heavy emphasis on student learning. As a part of the incubator program, companies receive student interns, direct access to U-M experts, and resources including the Mcity Test Facility, a one-of-a-kind, state-of-the-art mobility research and urban test facility on U-M's North Campus.

"We're always looking to find the best tools for a given job at Tome. At Mcity's test facility, we'll be looking to use AI as a tool to make real-world improvements, the most important one being a reduction in bike-vehicle crashes," said Phil Danne, director of engineering for Tome Software. "Rather than 'unleashing' AI as a concept and hoping for interesting results, we're interested in using it as a tool to predict the most dangerous areas where collisions result in fatalities."

Transportation data shows a combined 45,000 cyclists were injured or killed in vehicle accidents in 2015 in the U.S. A recent market forecast suggests artificial intelligence will bring \$40 billion in revenue to nearly 30 industries over the next decade. With its demonstrated success working with connected bikes and onboard vehicle mobility products, Tome is uniquely qualified to explore how bikes and vehicles can safely share the road at Mcity and beyond.

"Trek has a longstanding commitment to the development of solutions to enhance the safety of all cyclists," said Eric Bjorling, brand manager for Trek. "Research and innovation have been at the heart of those efforts and having a partner like Tome to accelerate ensuring that a cyclist's most basic needs are met is going to have a massive impact."

The company launched Tome Mobility Services this year to help innovative partners design, test and deploy intelligent mobility products and services.

Tome will showcase its mobility innovations at Booth 901 during the Technology in Motion Conference at the Cobo Center, Sept. 6-8, 2017.

### **About Tome Software**

From their office nest in metro Detroit, Tome's wise, challenge-hungry owls live to take on the world most-intriguing tech puzzles. Led by serial entrepreneurs Jake Sigal and Massimo Baldini, Tome operates in the Internet of Things tech space, specializing in the development of full-stack mobility IoT software solutions. Tome manages the end-to-end product lifecycle to conceive, craft, pilot and launch solutions to real-world problems. Sigal and Baldini founded Tome in 2014 after Ford acquired their first startup, Livio. Visit [www.tomesoftware.com](http://www.tomesoftware.com) for more information.

### **About Trek Bicycle**

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration.

### **About TechLab at Mcity**

The University of Michigan's TechLab at Mcity is an incubator for early-stage mobility companies in the connected and autonomous vehicle industry. The incubator places a heavy emphasis on student learning by matching emerging transportation startups with students interested in applying classroom learning to practical technology development. As a part of the incubator program, companies receive access to student interns, U-M experts, and resources including the Mcity Test Facility—a one-of-a-kind, state-of-the-art mobility research and urban test facility on U-M's North Campus. TechLab is led by the U-M Center for Entrepreneurship in partnership with Mcity.

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