

## Bicycle-to-Vehicle Updates



May 16, 2018

Hi everyone,

Less than a year ago, we embarked on a mission to create safer roads for cyclists. This began with teams at Tome, Trek and Ford discussing possible bicycle-to-vehicle (B2V) solutions. Since then, we've been busy researching and testing various ideas. Today, we write to you with several updates.

### **"Mr. Blinky Sign" goes to SAE World Congress**

April 10-12, 2018



Our latest addition to the B2V program is a cyclist detection sign that blinks whenever a cyclist is nearby while also sending a wireless signal to connected vehicles over C-V2X. The team debuted the tech in the Ford booth at [SAE World Congress](#).

### **Tome and Trek present at the Bicycle Leadership Conference**

April 17-19, 2018

Held in Monterey, California the [Bicycle Leadership Conference](#) (BLC) is the [Bicycle Product Suppliers Association](#) (BPSA) annual event that brings together industry leaders, advocacy groups and enthusiasts to discuss the future of cycling.

Trek introduced us and our work to the [BPSA board](#) and the feedback was warm and inviting. We explained that though we don't have all the answers, it's important to be transparent and share ideas between the automotive and cycling industries for safer roads. Our teams are all about being inclusive and collaborating to develop standards for the cycling and automotive industries. This isn't about picking winners and losers.

In true B2V fashion, we also were able to get some networking done on the group bike rides!

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## Cyclist detection in action at Mcity (University of Michigan)

April 2018

Tome's continued work with the [TechLab](#) program yielded exciting results this Spring during a field test at the University of Michigan's [MCity](#) proving ground. Our continued work on real-time bicycle detection took another step forward with the addition of video detection using [computer vision](#) technology. By adding intelligence to bicycle detection, we can do a better job of keeping all cyclists safer on the road.

Check out the Tome team engineering a safe ride!



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## Tome showcases C-V2X bicycle alerts with 5G Automotive Association, Audi, Ford and Qualcomm in D.C.

April 26, 2018

Trek and Tome headed out to D.C. this month to support 5GAA with Ford and Audi. We met a ton of great folks from cities, federal and state government leaders and other automotive OEMs and supplies to show off the value of C-V2X.

Read more in Qualcomm's press release: [5GAA, Audi, Ford and Qualcomm Showcase C-V2X Direct Communications Interoperability to Improve Road Safety](#)



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**Tome, Trek and Ford make history at Places for Bikes, announce formation of a 13-**

## member B2V Executive Advisory Board

May 2, 2018



peopleforbikes

We made history at the [Places for Bikes](#) conference this year by announcing the first cross-industry bicycle and automotive [B2V Executive Advisory Board](#).

We look forward to working with executives and tech leaders in cycling and automotive to help steer us in the right direction with our work to make roads safer for cycling. We're overwhelmed with the support we have received from both industries so far, and since our announcement, Subaru has joined our board as well!

Check out this excellent list of founding members:

Accell North America (Redline, Raleigh, Diamondback, Torker, Haibike, XLC)  
Bosch  
DOREL Sports (Cannondale, Schwinn, GT, Fabric, Sugoi, Mongoose, Guru, Charge, Sombrio)  
Ford Motor Company  
Giant Bicycles Inc. USA  
Orbea  
Quality Bicycle Products (QBP)  
Shimano  
Specialized  
SRAM  
Stages Cycling  
Subaru  
Tome Software  
Trek Bikes

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### Shane Wilson joins Tome as VP of Business Development and Sales

May 14, 2018

We're stoked to have Shane on the team. He joins us from VOXX Automotive where he served as AVP of Advanced Safety and Convenience. With Shane's strong background in automotive, and several decades worth of experience in cycling, he's going to help lead Tome's B2V efforts towards industry standards for safer roads. Connect with Shane on [LinkedIn](#).

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### Asks from the B2V team

1. Please forward this email to anyone in the cycling or automotive (business) industry that can share the news and ask them to [sign up for our newsletter](#).
2. Please forward this to your local cycling advocacy groups. At some point in the future we'll be ready to start working with cities
3. Keep riding bikes!

jake sigal, ceo, tome

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## B2V press coverage

**Digital Trends**, [Ford, bike makers unveil bike-to-vehicle \(B2V\) interactive road safety A.I.](#)

**Bicycle Retailer**, [Ten major bike companies join Trek, Ford and Tome on bicycle-to-vehicle technology advisory board](#)

**Forbes**, [How Tome Software Is Tackling City Congestion And Safe Mobility](#)

**Slate**, [The Cyclist Problem](#)

**Bicycling Magazine**, [Helping Cars Talk to Bikes So Streets Become Safer](#)

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