



## PRESS RELEASE

# CROSSHELMET: THE 360° VISION THAT REVOLUTIONIZES THE EXPERIENCE OF RIDING ON TWO WHEELS AND INCREASES SAFETY

*Borderless presents at Eicma: CrossHelmet - the intelligent helmet with an integrated rear camera and Augmented Reality, which offers a complete view of what is in front of and behind the rider and includes many other features to increase safety and comfort*

Milan, 6 November - **Borderless Inc** has presented for the first time at EICMA 2018, the new helmet #CrossHelmet X1. The helmet that has some unique features: a 360° field of view thanks to the integrated rear-camera and augmented reality HUD. The CrossHelmet sound control system, Bluetooth connectivity, voice commands and a touchpad are just some of the additional features that make CrossHelmet X1 a revolutionary product.

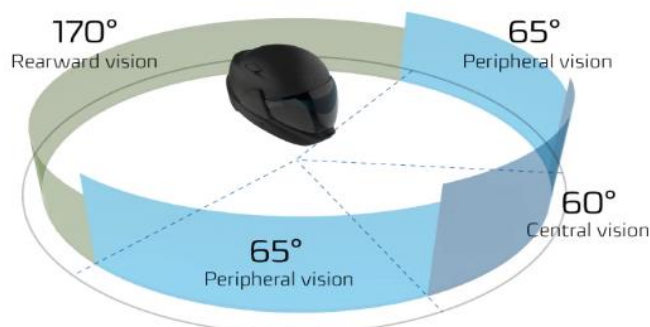
## Safety First



Safety is of the utmost importance to a motorcyclist. CrossHelmet engineers, with experience developing products such as the Yamaha MT-09 and the Walkman, understand this and designed a technological helmet that combines safety and beautiful design.

"High rates of motorcycle accidents are often caused by poor visibility or distraction. Our unique technology reduces this problem by providing a rear camera that displays what's behind you onto the HUD, to eliminate blind spots. The frontal field of view, which is 30% wider than traditional helmets. The HUD allows the user to have all the navigation information directly on the display so as not to lose sight of the road, and making its presence more visible thanks to special LEDs placed on the sides of the helmet," said founder and CEO Arata Oono.

Blind spots are completely eliminated in this new helmet thanks to the revolutionary CrossHelmet Augmented Reality technology. An integrated rear view camera projects the images directly onto a head-up display (HUD) so that the motorcyclist no longer has to look away from the road to see the vehicles through the motorcycle mirrors. With this new CrossHelmet technology, the driver can effortlessly see a wide angle behind him, in a fraction of a second and with minimal head movement, enabling a safer and smoother driving experience.





### **Bluetooth and Augmented Reality for everything at your fingertips**

An app that connects your smartphone to CrossHelmet via Bluetooth allows users to check battery levels and safety lights, and access maps. The app allows you to view information on the head-up display and show directions to your desired destination, compass, weather, time and trip data.

"We know that motorcyclists want more safety without compromising on experience. We designed the CrossHelmet X1 to meet both needs," said Oono. "The helmet is aerodynamic, spacious and comfortable."

### **Sound Quality and Noise Reduction for comfortable riding**

Loud noises can increase the stress and fatigue of the rider. To solve this problem, CrossHelmet X1 is equipped with CrossSound Control, a patented noise reduction system that is the first of its kind in the motorcycle industry. It uses a system of algorithms to filter out sound distractions such as road, engine and wind noise, while maintaining the acoustic signals necessary for the rider's safety.

With CrossHelmetX1 you can also use voice commands without needing to touch your smartphone and without stopping, in fact, riders can access Siri or OK Google and can talk on the phone when traveling with other friends and communicate with multiple riders simultaneously.

A group chat function also allows the motorcyclist to communicate with multiple people at the same time, even without CrossHelmet. The helmet's speakers offer high quality music, podcasts / radios and phone calls

### **Availability and prices**

CrossHelmetX1 is available for pre-order through its' Indiegogo InDemand campaign, with a reduced pre-order price of \$1500. Retail price is planned to be \$1,799.

Users can already pre-order it today on <https://crosshelmet.com/> with Indiegogo.

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Borderless Inc. is the manufacturer of CrossHelmetX1, founded in 2012 in Tokyo by Ceo Arata Oono. The company has extensive experience in developing and manufacturing motorcycles and electronics in Japan, Europe and North America. The engineers and designers in the team worked for Yamaha, Nikon, and Sony.

The CrossHelmet project was selected as one of the first to be launched on the new Kickstarter Japan platform where it raised \$100,000 in funding in addition to the first \$1.7 million fundraiser.

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### **Press contacts**

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