Tiny sensor for helmets will notify contacts when it detects a crash

Just in the past month we've featured mobile apps designed to heighten cyclist and motorist safety, but recently we came across another effort with a similar goal and yet a different approach. Targeting those who participate in skiing, cycling, backcountry travel and similar sports, ICEdot's new Crash Sensor is a small device that mounts onto any helmet and alerts emergency contacts when it detects a crash.

Based in Oklahoma, ICEdot already offers emergency identification and notification services on a membership basis. Its forthcoming Crash Sensor, however, is a slim device that will mount as an aftermarket device onto any helmet. When paired with the ICEdot smartphone app, the system can detect motion, changes in forces, and impacts. In the event of a crash, the device sends critical data to the app, which sounds an alarm and initiates an emergency countdown. Unless the countdown clock is stopped by the user – if it was a false alarm, for example – the app will then notify the user's emergency contacts and send GPS coordinates of the incident so that appropriate emergency measures can be taken. Pricing will reportedly be around USD 200. The video below depicts the Crash Sensor in action:

Is there any limit to the many ways mobile apps and other technologies can improve personal safety? Sports retailers the world over: one to offer to your own risk-friendly clientele?

Website: www.icedot.org/en/micro/crash
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