

PROJECT

## SEEMORE

# NON-DISTRACTIVE ASSISTIVE AUGMENTED REALITY SOLUTION FOR INCREASED SAFETY OF MOTORCYCLISTS

**Funding:** European (Horizon 2020)

**Duration:** Nov 2017 - Feb 2018

**Status:** Complete

**Total project cost:** €71,429

**EU contribution:** €50,000



[CORDIS RCN : 213277](#)

### Objectives:

Motorcyclist road deaths and accidents involving bikers keep up with the decrease rate of the total fatality numbers, however they still contribute to over 15% of overall death cases (over 4,000 in the EU in 2016). The studies show that inattention and traffic-scan errors significantly contribute to accident causation (10.6% and 27.7% respectively).

According to a research from the University of Michigan, it takes a rider 1.5 seconds to read instruments or glance in the mirror. During this time, at a speed of 90 km/h, the bike travels 37.5 metres during which anything can happen. In case of car drivers, we observe the advent of HUD (Head-Up Display) solutions, now available even in commercial cars. Hence, why hasn't there been an HUD motorcycle helmet yet?

Until today, all proposed solutions use additional micro displays installed in front of a biker's eye which are neither safe nor comfortable, especially for bikers with some vision problem such as crossed eyes or simply wearing corrective glasses.

At Seemore, we took an alternative route and resolved the most challenging technological problem - we can project information on a clear surface of a visor. It provides vital information pertinent to the current situation (such as current speed or GPS navigation data) minimizing riders' inattention time without impacting on their riding experience.

Unlike in other solutions, Seemore will be shipped and integrated by helmet manufacturers to meet stringent safety regulations. Positive tests with motorcyclists and demonstrations made upfront with helmet manufactures have already resulted in letters of intent and confirmation of an attractive business opportunity. About 50% of riders expect that the new technology will make traffic safer and greener, however about 33% fear that the technology will distract riders too much from their riding environment. We are convinced Seemore matches their needs and expectations and aim to further investigate it through Phase 1 project.

### Parent Programmes:

[H2020-EU.3.4. - Horizon 2020: Smart, Green and Integrated Transport](#)

**Institute type:** Public institution

**Institute name:** European Commission

**Funding type:** Public (EU)

### Lead Organisation:

**Seemore Spolka Z Ograniczona Odpowiedzialnoscia**

**Address:**

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Poland

**EU Contribution:** €50,000

## **Technologies:**

Information systems  
Visor information display for motorcyclists

**Development phase:** Demonstration/prototyping/Pilot Production

**STRIA Roadmaps:** Vehicle design and manufacturing

**Transport mode:** Road transport

**Transport sectors:** Passenger transport

**Transport policies:** Safety/Security

**Geo-spatial type:** Other