

Lumos, a Next Generation Bicycle Helmet, Coming out of Beta this September at Interbike

After a blockbuster \$800K Kickstarter campaign in August 2015, Lumos is exhibiting publically for the first time in the US at Interbike 2016. Lumos comes out of beta this September and is available for purchase.

July 11, 2016 – Boston, MA- Lumos is the ultimate bicycle helmet to help cyclists stay safe and visible on the road. The world's first smart bicycle helmet with integrated lights, brake, and turn signals, Lumos was designed specifically with urban cyclists in mind. Named to Cycling Weekly's Best Cycling Innovations of 2015 and supported by Bill Nye the Science Guy, Lumos is changing the face of city cycling everywhere.

<http://www.lumoshelmet.co>

Launched to the world on Kickstarter, Lumos took the cycling world by storm in August 2015, raising \$800K over a 30 day campaign, getting named to Cycling Weekly's Best Cycling Innovations of 2015, and gaining the support of Bill Nye the Science Guy, a big advocate for cycling and a frequent cyclist himself.

Lumos was running a private beta with over 60 beta testers earlier this year, and has since incorporated beta tester feedback into the final design which starts shipping to backers this August.

Victor Matchenko, a Lumos Helmet beta tester who has been using his Lumos beta helmet daily since January said, *"The best thing is that I feel safer and more visible. I really feel that everyone can see me and also it is a unique product. Even during daylight people see me better. Several times people ask me where they can get the helmet and they think it is great for the city. Many people think the product looks very cool and bright. I have a colleague who also bikes a lot but hates wearing a helmet. I showed her the Lumos Helmet and let her try it, now she says that it's a helmet she would actually wear when she bikes. She felt safer and more visible."*

Robert Bartz, another Lumos Helmet beta tester said, *"What I like about it is that when I am approaching a turn and after I have given my hand signal I can keep my hands on the brakes and handlebars which makes turning a lot safer. Actually, now after taking part in the beta test group, I have bought 3 helmets for when the shipping starts, so we will have enough helmets for the whole family to share."*

In the words of another beta tester, *"If you want to feel safer, be more visible, and get a unique product that is early in the market, you should be a part of this."*

Lumos is available for pre-order until September on its website for \$134 USD (VAT not included) and regular retail price will set at \$165 from September onwards.

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Editor's notes:

High-resolution images, logos and headshots can be found [here](#)

For more information, please visit the Lumos website www.lumoshelmet.co/

and Kickstarter page [here](#)

About Lumos

Lumos is a new and innovative bicycle helmet designed to improve your visibility and ability to communicate your intentions to motorists around you when riding in traffic. Featuring turn signals and automatic brake lights that are built into the helmet, Lumos is for bikers everywhere. Find out more at www.lumoshelmet.co

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