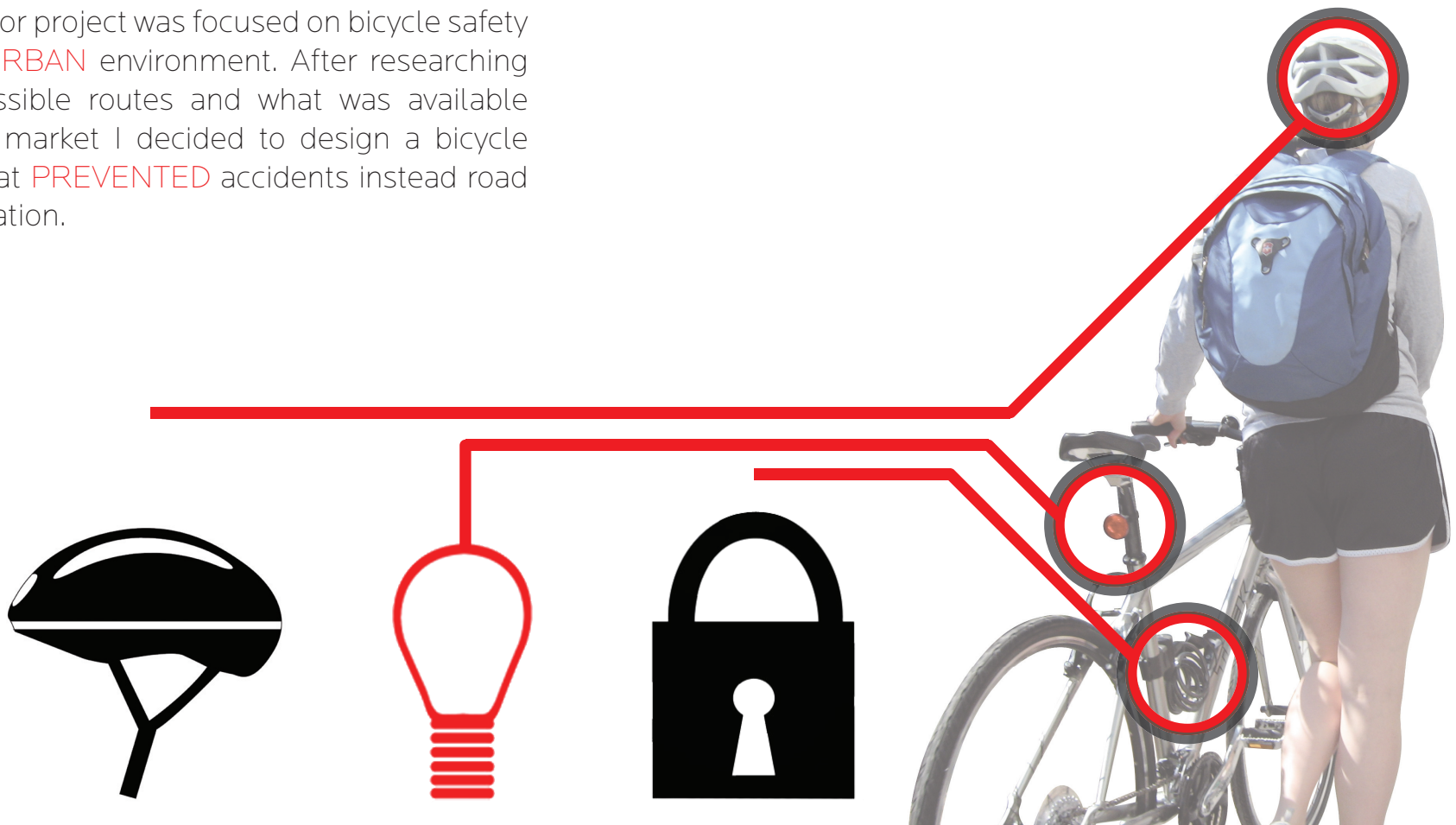


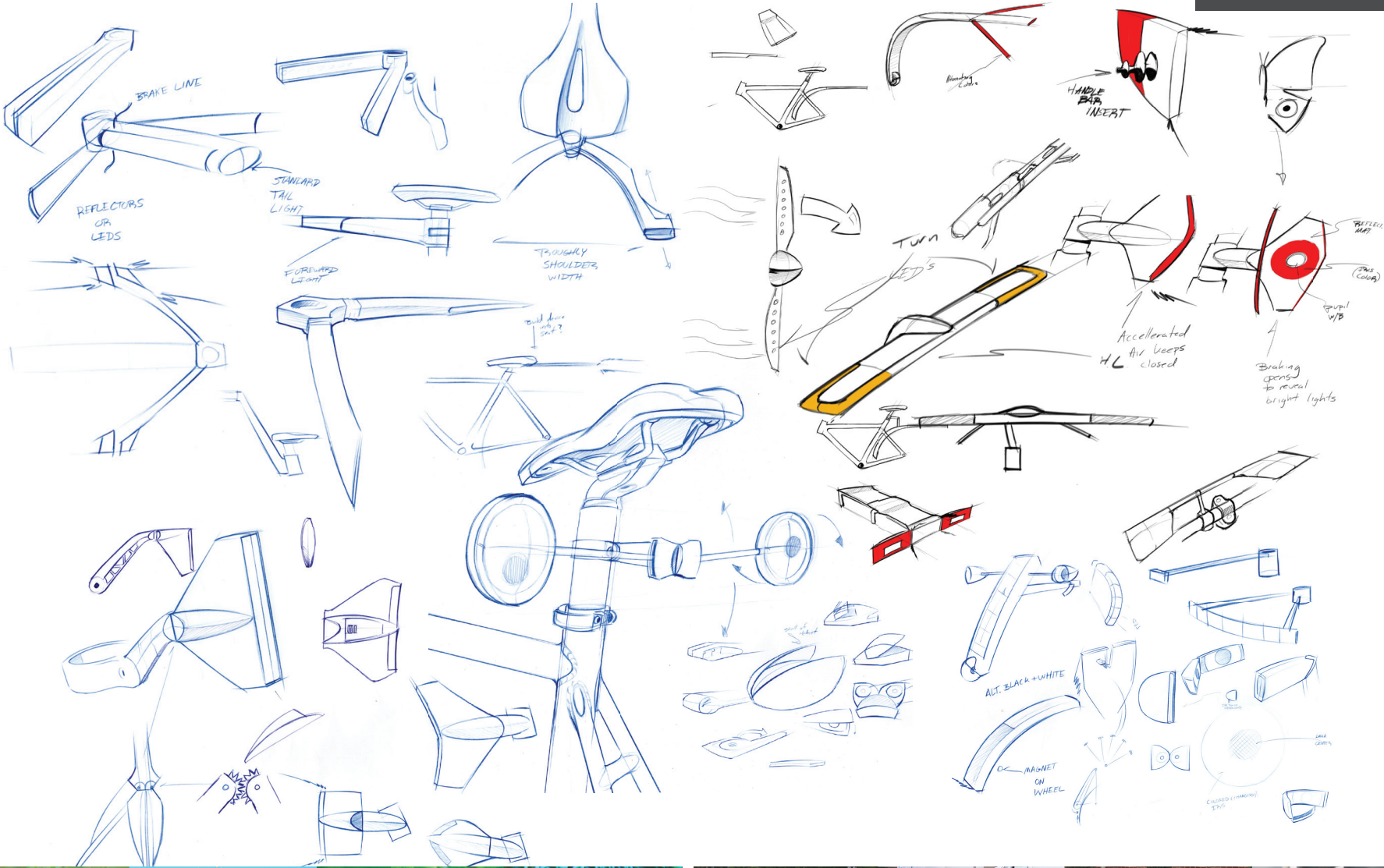
BICYCLE SAFETY

My senior project was focused on bicycle safety in an **URBAN** environment. After researching the possible routes and what was available on the market I decided to design a bicycle light that **PREVENTED** accidents instead road illumination.

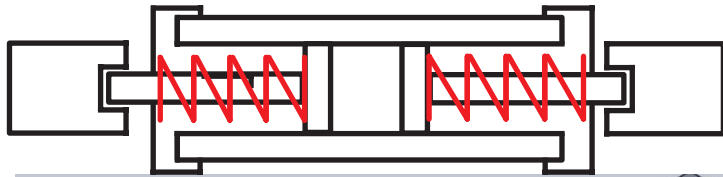


BICYCLE SAFETY

BILL PARCELLS
INDUSTRIAL DESIGN PORTFOLIO

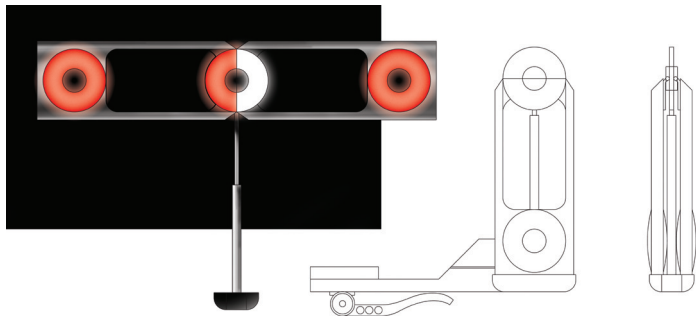
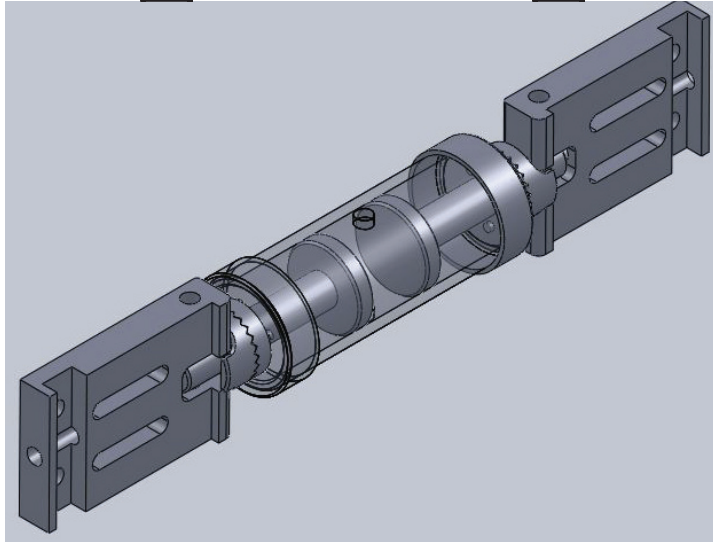


BICYCLE SAFETY



FEATURES

- Large "EYE" light design
- 90 degree snap hinge
- Tilt switch circuit driving the center light for ERRATIC flashing
- Flexible telescopic tube design that brings the unit up to a drivers eye level and provides swaying motion
- Seat rail mounting bracket with quick release
- FRONT and REAR facing lights



DESIGN

The open frame design is derived from the structural form of a bike frame. This helps with WEIGHT and lowers WIND RESISTANCE.



BICYCLE SAFETY

BILL PARCELLS
INDUSTRIAL DESIGN PORTFOLIO

FINAL WORKS LIKE MODEL

