



CES 2018: Velco wins an award in the Smart City category



The CES Innovation Awards is an annual competition honoring outstanding design and engineering in consumer technology products.

The company Velco has been awarded in the Smart Cities category for its global solution named Wink Bar, the first connected handlebar that can be installed on any bike.

www.velco.bike



The Wink Bar is available in two easy to install models, Flat and Urban, and provides an all-in-one solution for bike riders, addressing the main problems cyclists face:

- **Road safety** - integrated 224 lumen headlights, which switch on automatically once it becomes dark, making you more visible, especially at night
- **Navigation** - the handlebars connect to an app and once you've set a destination, two separate lights will navigate you providing left, right, forward and backward signals, directing you on your route, as well as letting you know if you're receiving an incoming call or message
- **Risk of theft** - Wink will notify you when your bike is moved without your knowledge, and if it's ridden without unlocking, Wink will sound a loud alarm. Should your bike be stolen, it will automatically be tracked, so you can locate it and alert the authorities

You can unlock the Wink Bar using its built-in Bluetooth and the phone app, or through your personal VelcoTag, an RFID fob provided with each handlebar. The Wink Bar's tracking feature is automatic and provides worldwide coverage. That way it's always online and your bike is protected and can always be located. The app also allows cyclists to track and access their ride history, showing a breakdown of stats such as money saved versus driving, distance and duration of travel, as well as the calories burned, so you can integrate the data into your fitness profile.

Johnny Smith, CMO at Velco, the makers of Wink Bar commented: "We created the Wink Bar to give to cyclists the ability to make their bike rides safer and smarter. Rather than something you must attach to your bike, we wanted to make it an integrated part of the bike's design. That way, the alarm is always protecting your bike, our inbuilt navigation tool, VelcoNav, is always there to guide you, and the headlights are there to keep you safe."

on the road. We're so pleased to finally be launching the Wink Bar, and see it revolutionize the way riders from around the world cycle."

Tech specifications

- Mobile app for iOS and Android
- 4 band GSM for worldwide coverage
- Automatic 224 lumen ultra-bright headlights
- Automatic alarm
- A robust 1800 mAh battery, for approx. 3 weeks of life
- Available in two models: Flat and Urban both made from high-grade aluminium
- Available in 2 colours: Black and Silver
- Bluetooth 4.2 low energy connectivity
- +200g weight



Thanks to Wink Bar, Velco offers four solutions for cyclists, tourism, delivery companies and self-service bike operators:



Velco Products, an easy solution for

The connected handlebar, Wink Bar, is the opportunity for everyone to opt for a safer and more enjoyable practice. Wink Bar is sold to manufacturers for OEM and to bike and tech shops for an installation on any bike.



everyone



Velco Tour, revolutionizes cycling tourism

Bicycles are the future of tourism in major European cities and on our coasts because it allows you a total freedom. That's why we have developed routes for a unique experience. Choose your itinerary depending on your interests and let yourself be guided by your Wink Bar. The handlebar will indicate you when to stop, you should then take out your phone to learn

about the peculiarities of the point of interest, thanks to a description automatically appearing on your screen.



Velco Delivery, the solution for the safety of your cyclists

Thanks to the connected handlebar, you are automatically alerted if your delivery men have an accident. A geolocation point allows you to intervene quickly. The handlebar is also equipped with automatic headlights and a tracking system in case of theft. The GPS navigation system allows your employee to deliver the package to your customers in a secure and optimized way.



Velco City, a simple and effective experience for your users

Think about your users and their safety by integrating a connected handlebar on your

bikes. You can guide any user with an international navigation system, which allows them to reach their destination while keeping their eyes on the road. Your customer service is automatically notified in case of an accident or breakdowns on your bikes.



Wink Bar recently won various prices in France

- Concours Lépine International 2017 : Médaille d'Or de la Médecine du Sport et de l'Exercice,
- Concours Lépine International 2017 : Prix de la CCI pour le design du produit Wink Bar,
- Trophée de l'Objet Connecté 2017 : Meilleur système de Navigation des objets connectés.
- Concours Lépine Européen 2017 : Prix du premier ministre attribué au Wink Bar
- Etoile de l'Observeur du design 2018 : Prix de la mobilité décerné par la Mairie de Paris

Velco was attending several headlights events

- Eurobike, the world's leading trade fair for the cycling industry, in Friedrichshafen
- IFA in Berlin
- Bike Brussels, the urban bike fair in Brussels, from 15th to 18th September 2017
- CES Unveiled in Paris, 24th October 2017

Events to come

- CES Unveiled Las Vegas on the 7th of January
- CES (Consumer Electronics Show) in Las Vegas, from 9th to 12th January 2018
- Velofollies in Belgium, from 19th to 21st of January 2018



Pierre Régnier with the mayor of Berlin, Germany, Michael Müller, at IFA

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Editor's note

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

For more information, please visit the Velco website <http://velco.bike/en/>.

About Velco

Velco began in 2015, when Pierre Regnier presented his concept of a bike tracker at a seminar about technological innovation. That's when the three co-founders came together. By meeting with people from the cycling community, Velco learnt more about the problems associated with cycling and decided to come up with a solution. That all-in-one solution is Wink Bar, a new and unique product that can be attached to any bicycle to provide navigation, safety lighting and anti-theft features.

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