

# BLAZE



## INTRODUCTION





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## WE ARE BLAZE, THE EMERGING BRAND FOR URBAN CYCLISTS, WE INTRODUCED THE LASERLIGHT TO TACKLE CYCLE SAFETY.

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The Blaze Laserlight projects an image in front of the bicycle to make cyclists visible when otherwise invisible. We created Blaze to upgrade urban cycling to the experience it was always meant to be: liberating, easy, fun. Our Laserlight increases a cyclist's footprint on the road, projecting ahead of the rider to tackle the biggest risk to urban cyclists - vehicles turning in front of their path. Having spent a year analysing cycling accident reports, the standout piece of data that we focused on was that 79% of cyclists involved in an accident were travelling straight ahead when another vehicle manoeuvred into them. It was clear that the biggest risk to the rider is in front of them, and mitigating this risk has been the guiding principle for the product.

The Blaze Laserlight was the result of our CEO/founder Emily Brooke's final year university project. She stuck to the 'ask, look, try, learn' design principles to create a product that would genuinely impact

upon personal safety, not just another gimmick in an already cluttered market.

A huge advantage of cycling is the bicycle's tiny footprint on our cluttered urban roads. However, it can be a problem when a bicycle virtually becomes invisible. Cars, buses and trucks occupy a much more prominent position, and as such get treated to more space. Urban cyclists can feel like the most microscopic of road users.

Our Laserlight is designed to increase a cyclist's footprint on the road, to give a visible presence when crossing junctions, when tucked into the kerb or hidden by larger vehicles: all of the places where cyclists might be overlooked.

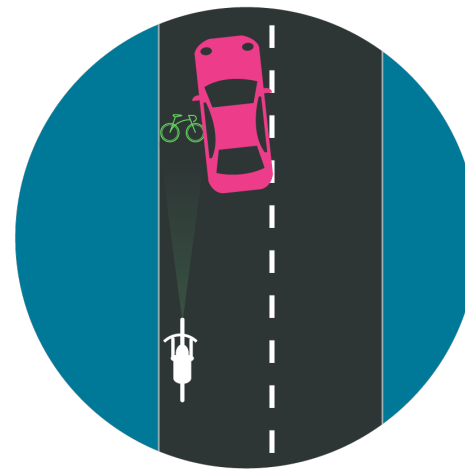




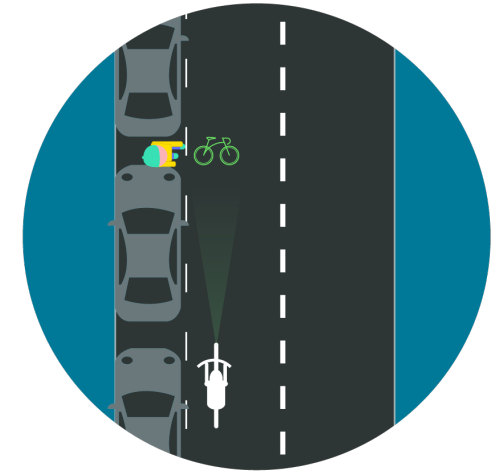
**Bus or lorry blind spot.**  
Help bus and lorry drivers to see you.



**Vehicles at junctions.**  
Tell cars at junctions you're on your way.



**Overtaking cars.**  
Give overtaking cars a heads up.



**Pedestrians crossing your path.**  
Let pedestrians know to hang back.









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## A PIECE OF GOOD DESIGN

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The direct green laser diode is a marvel - no larger than a grain of rice and resilient enough to survive the vibrations of the road without misalignment. It is at the very vanguard of laser technology.

The laser is green because the human eye is most receptive to light of that wavelength. (530nm)

The Blaze Laserlight is not just the laser, it is also a white super-bright LED front light that works in flashing and constant modes and at two brightness levels (100 and 300 lumen).

The batteries are lithium Sony cells, meaning that charge and discharge time is accurate. Also, they are powerful units and resilient enough to survive a summer of storage.

Indicator lights mean that you can always check the power level in the battery, before, during or after a ride. And the Blaze Laserlight will always get you home. The powersave mode, when the battery is 95% depleted, gives you an additional four hours of riding time before needing a charge.

Thanks to the unique charging contacts, the Laserlight is fully sealed and waterproof. You could submerge one in up to 1m of water!

We wanted the light to look as good as it is smart; there's no point in hiding clever tech behind an ugly facade. The tapered shape is smooth to the feel and the weight, while not too heavy, is a thing of integrity and substance. It is tough enough to survive the weather, the wind, the grit and the potholes (we're really extolling cycling's benefits here, aren't we).

Most of all, the Laserlight is easy to operate with gloved hands, wet hands, cold hands and even with one hand - that's all you need to unclip the light from the handlebars.

The smart control panel lets you know how much charge the Laserlight still has, so there's no need to be caught short by flat batteries. And when it's running low, charge it efficiently with the magnetic USB cable.







London Bridge 149

DW 320

ARRIVA

Smart searches whilst on the move.

Zoopla

ARRIVA  
LJ60 AXZ





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IT'S LIKE WEARING A DISCO BALL. PEOPLE TURN THEIR HEADS AND POINT. IT'S LIKE WIELDING A HUGE SIGN SAYING 'HERE I COME!'

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# BLAZE



**Straightforward – it could save your life.**

79% of cycling incidents happen when drivers maneuver into the rider's path.

Your Laserlight tackles this by projecting you 6m ahead, giving people advance warning of your approach.



**Handlebar-mounted communication system.**

Projecting our bike symbol acts as a visual shorthand to say, "A bike's coming!". It alerts drivers to the approaching rider and improves the road experience for everyone.



**360 degree visibility.**

Unlike the beams of standard bike lights, your Laserlight's laser projection is visible from various perspectives. All angles covered.



**Green laser is the most visible.**

We chose green for the laser /The laser is green because the human eye is most receptive to light of that wavelength. That's the 490-560 nm interval.



**It's a first-class bike light too.**

You're free to operate light and laser independently. With our without the laser on, you've got a 300 lumen quality LED light to illuminate the road.



**Smart technology comes standard.**

Cree LED, USB charging, Sony Li-ion battery, solid-state laser, IPX7 waterproof tested. CE tested. Think of the Laserlight as the James Bond of the bike light world.





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## THE START-UP EXPERIENCE

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We are an excellent case study of how a concept becomes a business, the hurdles and the support along the way. The Laserlight began as a university project, grew wings under Entrepreneur First, was proven as a concept with Kickstarter, took further backing from investors and became a part of the East London creative community. We represent a larger tech community of hardware start-ups (hard-ups, we like to call them), and have dealt with many of the challenges they face.

Emily Brooke, the founder of Blaze, is a physicist turned designer turned cyclist turned entrepreneur. The excitement and positive feedback that her concept generated, both from the media and bloggers, as well as from cyclists, triggered her to start the company.

As for the rest of us, cycling is a bit of a pre-requisite for working here. We know the things we love about cycling and also the things that tick us off. We know what we'd like to improve and how to get around the city, more or less. We have bicycles, Thai food and chewing gum addiction in common.

We've got plans to be a complete urban cycling brand, making it easier, safer and a lot more appealing to travel on two wheels. We have a hitlist roadmap of future products and a keen eye for good design, so expect our offerings to be equally as disruptive as our first.





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CHEERS AND LOVELY TO SEE YOU ARE NOT A SPAMBOT BUT A HAPPY ENTREPRENEUR IN THE FIRST FLUSH OF A SUCCESSFUL INVENTION.

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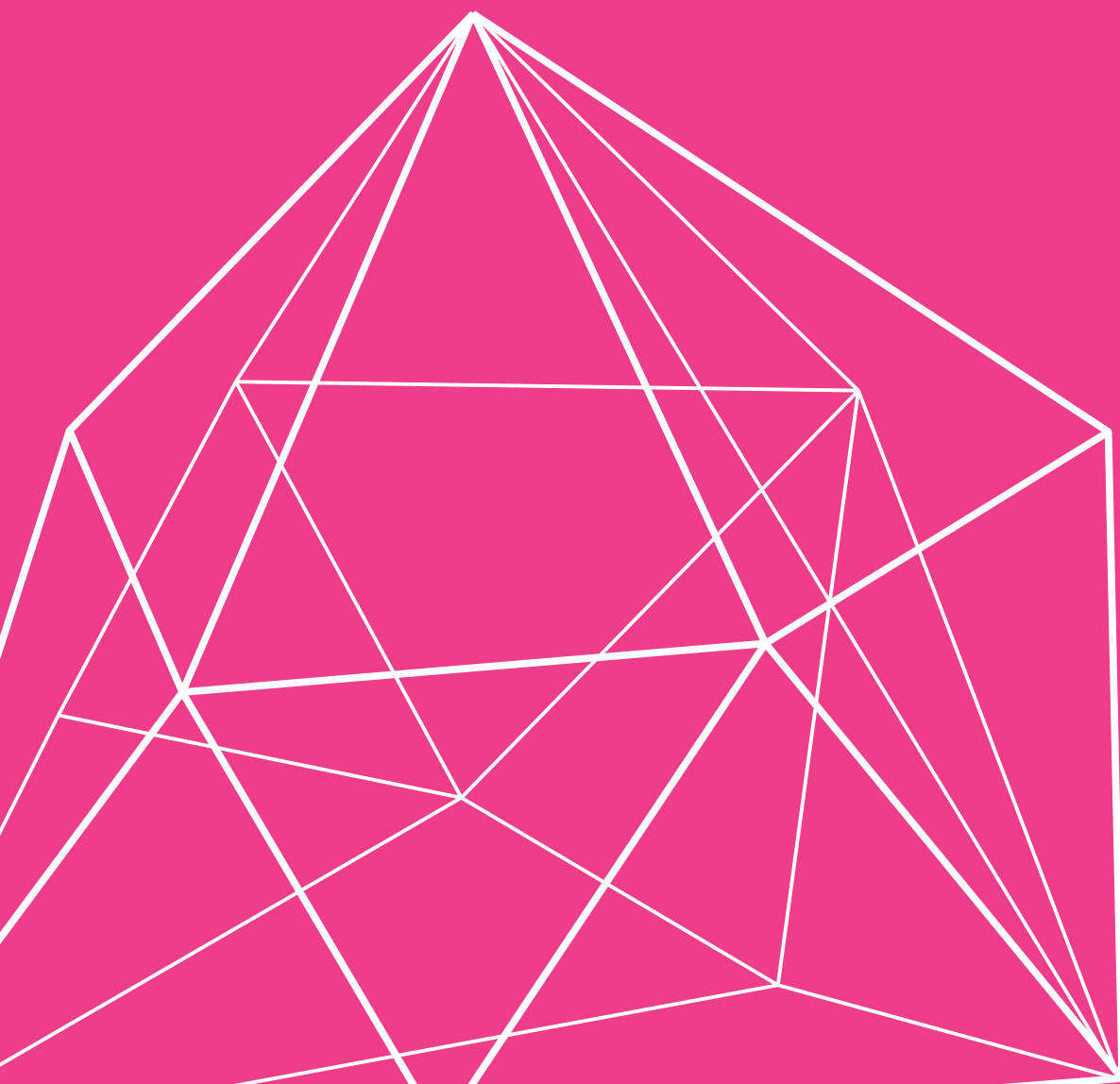
A nighttime photograph of a city street. In the foreground, a glowing green bicycle symbol is painted on the pavement. The street is illuminated by streetlights, and several cars are visible in the distance. In the background, there are tall buildings, including a prominent one with a green-lit top. The overall scene is a vibrant urban night scene.

BLAZE

## ACCOLADES / AWARDS

winner **Nacue Varsity Pitch** competition 2013  
winner Gaming and Tech of **Hospital Club / The Guardian**  
shortlisted by Smarta100 as **Most Innovative Business**  
listed in the 100 hottest start-ups of **Wired Magazine**  
curated in the **MoMa** catalogue of 2015  
stocked by the **Science Museum** in London





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