
New Gen Santander Cycle Unveiled - with London Startup Blaze's Technology on Board

Blaze's mission is to build better cities by getting more people on bikes. Through their partnership with Santander Cycles, they have been able to provide the latest technology to this new bike and the fleet, helping establish London as the best public bike share scheme in the world.

- New 360° lighting, incorporating 24 super bright LEDs on both the front and the rear. This means much bigger and brighter lights which can be seen from all angles, making riders more visible to other road users
- Patented laser projection technology shines an image of a bike ahead of the rider, reducing 'blind spot' collision and provides a forewarning to pedestrians
- Front & rear daytime running lights (DRL), developed with inspiration from the automotive industry, help to keep users visible even during daylight hours
- Advanced power-harvesting technology captures more of the energy generated during use. This delivers brighter, safer lights - even when stationary
- An integrated rear brake light communicates any sudden braking or deceleration to other road users

The new technology solution, named Smart Lights, has been developed in-house from Blaze's studio and workshop in Shoreditch, East London. The Smart Lights are now being launched by Jenson Button, Formula One World Champion, and rolled out throughout 2017 and beyond. The Blaze Smart Lights combine next-generation lighting plus laser with a future-proofed smart data platform. This development sits firmly in line with Blaze's goal of getting more people in cities cycling - whether on their own bikes, or as part of the growing bike share movement.

Advanced Lighting System

The Blaze Forward Projection Technology combines a bright, dynamo-powered white light with a green laser projection aiding the rider in being seen in blind spot scenarios. It is now synonymous with Blaze's flagship consumer product, the Blaze Laserlight. An independent study by the Transport Research Laboratory showed that a Laserlight decreased the blind spot of a bus by nearly 25%, and a van by over 30%. They found that a bike with a Laserlight in pitch black was more visible to a driver than a bike without one in broad daylight. And 78% of drivers surveyed said it would help them spot a cyclist.

Alongside the laser projection, both front and rear lights flash like a heartbeat and stay illuminated for two minutes after the rider stops moving. 360° visibility, daylight running lights and smart brake lights, will keep the riders extra safe and visible on city streets.

Future Data Platform

The Blaze Future Data Platform will be able to use a combination of GPS, accelerometers and atmospheric sensing to monitor overall journey quality and create a world-class smart bike.

Keith Moor, Chief Marketing Officer at Santander, said: "We're delighted to have worked with our customer Blaze on the new Santander Cycles. They've helped to create a product which will meet the evolving needs of London as an always on, connected smart city. Most importantly, their agile, innovative and forward thinking approach has ensured the CyTek platform has been built in a modular way, so we can easily add and update it. We've developed it together to help ensure we're always one step ahead, continuing in our mission to help people and communities prosper."

Blaze Founder and CEO Emily Brooke commented, “This is a hero product for Blaze, and something we have been working on for many months. It is so exciting to now see it roll out on London streets, keeping riders safer, more visible and with technology onboard keeping the London Santander Cycle scheme positioned as the best bike share scheme in the world.”

Blaze COO Phil Ellis said, “Improving the already very successful Santander Cycle scheme with this new bike and the technology gives Londoners a cutting-edge bike share scheme, and a platform for more innovation that can contribute to London being a safer, cleaner, smarter city”.

Blaze Design Director Daniel Barnes comments, “These smart lights are the culmination of two years of R&D from our product team. The opportunity to be involved as a technology partner from the inception of the project has allowed us to achieve an unprecedented level of integration with the design of the bike. We have brought together the best of our consumer products and made the same cutting edge illumination technology available to all users of the scheme”.

- Ends -

Notes to Editors

- Blaze worked in partnership with the bike share scheme operator, Serco, bike manufacturer Pashley, the client, Transport for London, and the sponsor, Santander
- The Blaze Laserlight is not designed to shine in the face of road users or pedestrians
- [Transport Research Laboratory report](#) digest, 2015
- For further information, visit blaze.cc/smart-lights - page live after embargo
- See Santander Cycles’ advert with Jenson Button [here](#).

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