



SmartPedal launches crowdfunding source campaign to bring product to production

SmartPedal has set up a crowdfunding source campaign on Indiegogo to put its smart pedal for cyclists into production for retail sales

MOUNTAINSIDE, NJ, USA, June 4, 2015 /EINPresswire.com/ -- C-C Channel presents Smart Pedal

SmartPedal has launched a crowdfunding source campaign on Indiegogo to raise money for production of its smart pedal for bicycle riders. The pedal uses the latest technology to increase cyclists' visibility to drivers within an urban environment.

Mountainside, NJ, June 1, 2015 – A crowdfunding source campaign has been launched by [SmartPedal on Indiegogo](#) to raise money for its technology-based bike pedal. The company is seeking €260,000 in Euro currency and the campaign is scheduled to run through the month of June. The funds will be used to put into production a smart pedal that is designed to alert drivers to the presence of cyclists, thereby lowering the risk of a car accident. SmartPedal plans to start production in September of this year and send the pedal to retailers by July 2016.

The pedal features lights in the front, back and sides that echo those found on an automobile. When a cyclist wants to make a turn or needs to brake, the LED lights on the pedal light up accordingly and can be seen by drivers in low riding cars and in taller SUVs. The technology of the light emission is being improved => maximum light emission vs battery consume. Commands for turns are sent to the pedal through an app on the cyclist's smart phone by touch or voice, using modern technology. Compatible with most bicycles, the pedal is fairly easy to attach and provides the cyclist with a good foot grip. The app is compatible with IOS and Android operating systems.

People interested in making a pledge can choose €71 euro, €89 euro, €107 euro, €116 euro or €125 euro. Each pledge comes with a pair or two of SmartPedal's at a significant discount. For more information and to submit a pledge, please visit

<https://www.indiegogo.com/projects/smartpedal#/story>.

About SmartPedal

SmartPedal's goal is to provide cyclists with a [safer riding environment](#) in an urban setting. The company incorporates smartphone technology with a dual light emission system to alert drivers of a cyclist's presence.

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