



Magnic Light's revolutionary all-in-1 cycling light becomes most popular Kickstarter project within a day

More than 1100 backers make non-contact driven brake shoe bike light to the most popular Kickstarter project in less than 24 hours.

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/EINPresswire.com/ -- After the project launch for "[Magnic Microlights](#): Non-contact driven brake shoe bike light" on [Kickstarter](#) more than 1100 backers made [Magnic Light](#)'s new campaign the most popular Kickstarter Crowdfunding project in less than 24 hours (source: [www.kicktraq.com](#)).

Beneath the Crowdfunding success the most fascinating is the technology itself: Magnic Light has arrived with a breakthrough all-in-1 cycling light which will finally put all cyclist's lighting worries to rest. Backed by a next-generation patented technology, the "Magnic Microlights" have the potential to revolutionize the cycling market.

The "non-contact driven brake shoe bike light" includes a brake light in the basic version and further features such as stand light, a turn signal triggered via the brake handle, Bluetooth speed transmission as well as smartphone-controlled navigation signals and crash detection with emergency call in the smart-version.

"Our Magnic Microlights are all set to redefine the cycling lights for better. The star of our patented cycling light technology is the world's smallest contact and frictionless bicycle dynamo, which is integrated together with electronics and lighting system in the brake shoe of a caliper brake. Our technology stands out with an edgy property that makes our light the next big thing in the current cycling light space. It's a 'magnetic wheel' in the light generator driven by eddy current induction which is separated from bicycle rim by a narrow air gap. The magnetic wheel generates temporary magnetic fields even in non-magnetic aluminum bicycle rims when the bicycle rim is moving; this leads to the magnetic wheel rotating contactlessly as if by magic. No longer will you need batteries or external cables or spoke-magnets or any further fittings to make the light work. Maintenance is limited to the exchange of worn brake pads. From now onwards, you will enjoy a smooth uninterrupted stream of light whenever you are riding along in the dark", stated Dirk Strothmann, the man behind Magnic Light.

Whilst Magnic Light's previous Kickstarter-versions gained design, function and environment awards such as the GreenTec-Award, the German-Design-Award or the ISPO-Award, cycling legend Eddy Merckx now handed over the Bike Valley Innovation Award for the 20 gram light new Magnic Microlight as best bicycle innovation 2017 at the Euro-Cycling-XP exhibition in Maastricht.

Magnic Microlight's brake light makes the lamps light up when braking. The most striking features of the smart version are the turn and navigation signals: Just by a double tap on the brake levers cyclists can indicate an effective turn left/ right signal which is a new but safety relevant feature that can make its way on the bike market. The navigation feature allows the cyclist to put the smartphone in the backpack and be guided by the lights instead of watching the screen.

In order to offer Magnic Microlights at competitive prices one of the highest ever finance volumes on Kickstarter is pursued with the amount of one Million Euro.

In case the Kickstarter project reaches it's funding goal the distribution of the Magnic Microlight sets is

planned for the summer of 2018, whilst the special fair trade edition with parts manufactured through the help organisation Kindle in Malawi will follow a few months later.

With more than 35.000€ raised after the first day and 48 days until project termination at Feb. 16th, 2018 this goal seems attainable.

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