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Press Release

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SportVue Heads Up Display Wins “Star Award”

A world-wide organization of motorcycle bloggers has voted SportVue Heads Up displays the most innovative and interesting new product of the year. Motorcycle Bloggers International honors SportVue with the “Wish We’d Thought of That” award.

The majority of site members awarded SportVue top honors "because we liked the combination of high tech, safety and practicality," says Mike Werner, a spokesman for the site.

The SportVue Heads Up display technology is similar to that used by Top Gun fighter pilots. Made by Seattle’s Motion Research Corporation, the display gives riders and drivers a constant view of critical data in a personal display focused at infinity. The technology frees the rider from glances at dash-mounted displays or pit boards.

Veteran Indycar driver Dominic Dobson created SportVue with the help of scientists at the University of Washington, and other racers. “I first envisioned this product as a way to boost performance when it matters the most – at 200 miles an hour!” says Dobson.

Two products for motorcycle riders, SportVue MC1 and MC2 with Radar alert are already on the market. These displays show speed, rpm, gear position, and even flash “radar” when a rider is under a speed gun. The newly-released SportVue LT1 for racers displays lap times and other critical data.

SportVue LT1, MC1 and MC2 are available through the company's website, www.sportvue.com, and from dealers and distributors worldwide.

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