Gradient Taillights

Firelight Technologies, Inc.

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Elevator Pitch

- A revolutionary braking system used to alert drivers through gradient taillights, which in turn will provide a safer driving experience.

Table of Contents

History/Genesis

- The idea behind this technology is based on personal cases of nearly running into the rear of a car due to not knowing the rate at which a car was braking.

- 1.8 million rear end collisions in the US in 2006
- 29% percent of all the injury crashes in the United States
  - http://www.sciencedaily.com/videos/2008/0501-avoiding_rearend_collisions.htm

History/Genesis

- "A typical scenario for rear-end collisions is when the first car suddenly decelerates (e.g., to avoid hitting a pedestrian), and a second car that is behind the first car does not have time to brake and collides with the first car."
- "In rear enders, mechanical damage is usually equally shared by the two vehicles (but this can change if vehicle size and/or weight were very different, see below). Injuries to the occupants are usually much worse for the impacted vehicle because occupants of the second (impacting) vehicle can usually anticipate the imminent impact and take measures to avoid it."
  - http://www.weitzlux.com/Car-Crash_768.html (Weitz & Luxemburg P.C.)

Technology

- LED gradient lighting in taillights. Lighting determined through sensor from the pedal or pressure from the brake line.
- Why? – In order to alert drivers of braking intensity to provide a safer driving rear environment for all.
- How? – Using a sensor to send a signal to a gradient taillight based upon braking pressure.

Taillight Demonstration

Competitive Advantage

- New technology
- Safety feature
- Prevent rear-end collision
- Reduce cost damages as a result of these collisions.
- Reputation as a safe car maker
- Adds to luxury of the brand.
- Adds more value to car.

Market Segments

- Luxury Automakers (Middle to High End carmakers)
  - BMW
  - Mercedes-Benz
  - Audi
  - Infiniti
  - Lexus

Benefits

- B2B – Unique technology that will be implemented on your cars rather than other car manufacturers
- B2C – Safety, Costs, Damages, Peace of Mind
- C2C – Safe driving environment for all. Insurance costs.

Competition:

- Current: Mercedes-Benz
  - Blinking Taillights
  - Distracting???
    - **"Will flashier brake lights reduce accidents?" (**http://www.msnbc.msn.com/id/11351634/)
- Future: Imitators
- Scary: Regulations and Laws

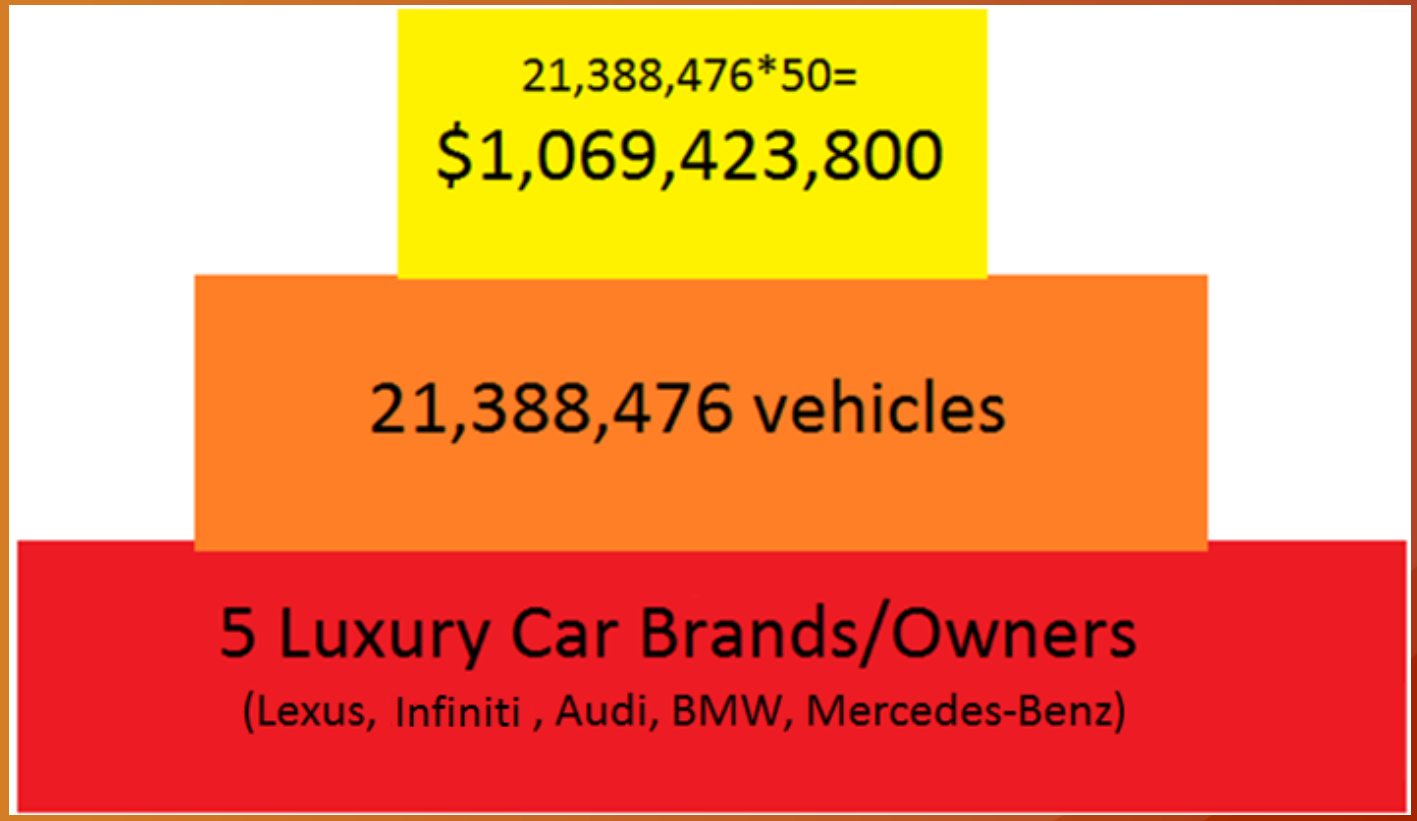
Financial Outlook

- Lump sum payment from automakers for our product.
- Exit Strategy: Sell/ License product to automakers
- 69,561,356 vehicles sold worldwide in 2008

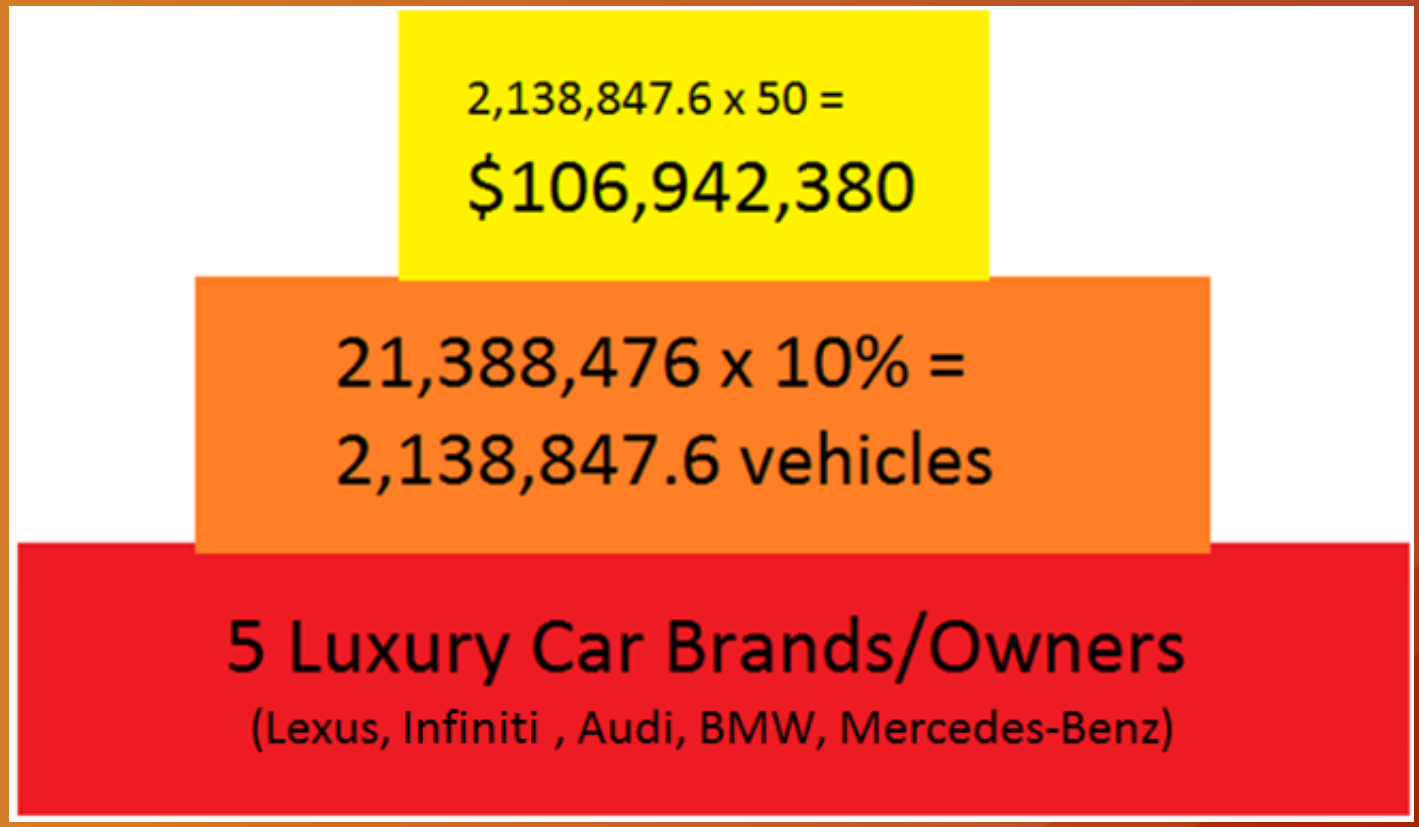
- Toyota (owner of Lexus): 9,237,780
- Nissan (owner of Infiniti): 3,395,065
- Volkswagen (owner of Audi): 6,437,414
- BMW: 1,439,918
- Daimler Chrysler (owner of Mercedes-Benz): 2,174,299
- Total = 21,388,476

Source: OICA (http://oica.net/wp-content/uploads/world-ranking-2008.pdf)

Profit Equation



10% Profit Equation



What can HVCFI do?

- Provide contacts.
- Add input about idea.
- Direction/guidance.
- Marketing plans.
- Legal advice.
- Exploring financial opportunities.

Why?

- To create a safer driving experience!

Questions?