



Velocomp Announces the iBike Dash Completely Reinventing the Cycling Computer

Boca Raton, FL (June 23, 2010) – Velocomp LLP, makers of the iBike® line of power meters, today announced the iBike Dash™. The iBike Dash revolutionizes the possibilities of a bike computer, expands the potential of a power meter, and re-imagines the capabilities of the iPhone and iPod Touch.

The completely wireless iBike Dash unites the iPhone (3G/3GS/4) or iPod Touch with the iBike Phone Booth™ and the iBike® app, creating a truly transformational device.

How it Works

The “smart” Phone Booth case houses patented iBike Dash electronics that interact with the iPhone or iPod Touch to send cycling signals to the iBike app; through the free iBike app those signals are translated into an astounding display that completely reinvents the cycling computer experience.

All of the elements working together transform a cyclist’s iPhone or iPod Touch into the iBike Dash -- the ultimate cycling computer, or the iBike Dash+Power - the most amazing power meter you’ve ever experienced.

“The revolutionary iBike Dash makes use of the full computer functionality of the iPhone or iPod Touch to deliver a truly amazing cycling dashboard at a cyclist’s fingertips – a virtual co-pilot, navigator, and black box all in one,” remarks John Hamann, CEO, Velocomp.

Unique Features and Functionality includes:

- User-customizable touch control screens display cycling information in color and includes unique graphics and animation.
- iPhone’s GPS, map, and weather capabilities operate seamlessly with the iDash, greatly enhancing the rider’s experience.
- Easy-to-follow, on-screen instructions and links to instructional videos have replaced the need for instruction manuals.
- Advances in electronics have done away with the need for lengthy calibration.
- Pre-loaded with 50 power-based workouts (iBike Dash+Power) and HR zone workouts (iBike Dash cycling computer).
- Seamlessly take or make hands-free calls (using your iPhone and BlueTooth headset) whenever you’d like and ride data collection won’t get interrupted.
- Using the iPhone and a 3G network, send ride files right from your bike, anytime you like, to anyone you like. Or, use any WiFi hotspot to email those files.

Patented Electronics and Superior Engineering include:

- iBike Dash+Power adds iBike’s patented power measurement circuitry and technology—no special hubs, wheels or cranks are required.
- iBike Dash Phone Booth provides rain and shock protection in a weather-sealed enclosed casing and anti-glare cover that keep the iPhone/iPod Touch dry while allowing full use (with or without cycling gloves) of all touch screen features.
- A rechargeable and removable spare battery can be housed inside the Phone Booth to extend the operating time of your iPhone/iPod Touch.
- The iBike Dash is compatible with all ANT+ speed, cadence and HR sensors.



Pricing

The iBike Dash comes in two versions:

- iBike Dash Cycling Computer - \$299 MSRP
 - Includes Phone Booth, mount, wireless speed sensor, iBike app, iBike software for Mac/PC
- iBike Dash Power meter - \$849 MSRP
 - Includes Phone Booth with power measurement, mount, wireless speed, cadence, and HR sensors, spare battery and charger, iBike app, iBike software for Mac/PC

“The iBike Dash creates an entirely new category of interactive cycling devices that enhance the cycling experience and provide a much more intuitive and fun way for any cyclist to benefit from cycling computer and power meter information,” says Hamann.

The iBike Dash begins shipping in August 2010.

About Velocomp, LLP

Velocomp, LLP is a sports technology company based in Boca Raton, Florida. The first in the bicycle industry to deliver advanced power measurement at a mainstream price, Velocomp is dedicated to product breakthroughs in the areas of performance, measurement, design, and value. Launched in June 2006, thousands of iBike® power meters are being enjoyed worldwide. www.iBikeSports.com.

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