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New Swedish Innovation can save the lives of motorcyclists

Fast and adequate help at a traffic accident can be crucial to the outcome. Today Pawsec together with Swedish Motorcyclists Association, SMC, and TeliaSonera announced the world's first intelligent alarm system for motorcycles, CQrify MC, which can save lives. CQrify MC was launched at the Motorcycle show "På Två Hjul" in Gothenburg January 26 to 29.

According to a National Motorcycle and Moped Strategy, initiated by the Swedish Transport Administration, there is a potential of four lives per year with an intelligent alarm system.

- About 40 percent of all fatal accidents on motorcycles are single-vehicle accidents. Most accidents occur on minor roads with low traffic density and a speed limit of 70 km/h. Sometimes it takes a long time before these single-vehicle accidents is discovered by other road users passing by who can raise the alarm. CQrify MC is a companion to all bikers when we are riding alone, says Jesper Christensen, Secretary General, Swedish Motorcyclists Association.

CQrify MC is a security system linked to the driver's smartphone. If an accident occurs an alarm is sent to the alarm center. The alarm operator can then see and analyze relevant information about what happened seconds before the accident and hear the sound directly from the accident scene. This enables the operator to quickly assess what action is needed and inform the ambulance and rescue team as soon as they are routed to the scene. The system is patent pending internationally. Through cooperation with Swedish TeliaSonera, CQrify MC offers the best mobile coverage comparable with the emergency number 112 in Sweden.

- Our goal is to save lives and reduce the severity of injuries. Therefore, it feels good to offer something that I am confident will save many lives of motorcyclists, says Claes Unemar, CEO of Pawsec.

- SMC's involvement in the development of CQrify MC has been primarily to define the product based on the motorcyclists' needs, and not the government. This means that we have a product that can not only save lives, but also enables the individual motorcyclist to analyze their riding outside perspective such as speed and traffic situations, stress Jesper Christensen, Secretary General of the SMC.

- It's great to be able to contribute with new machine-to-machine (M2M) solutions together with our extensive network coverage for this kind of vital services says Hans Dahlberg, head of TeliaSonera's global M2M services.



Sveriges MotorCyklister

Adress: Forskargatan 3, 781 70 Borlänge

Tel: 0243-669 70, fax: 0243-822 87

E-post: smc@svmc.se, web: www.svmc.se

More information:

Pawsec Claes Unemar + 46 (0)73-340 87 70, e-mail: claes.unemar@pawsec.com

SMC Jesper Christensen + 46 (0)70-570 75 00, e-mail: jesper.christensen@svmc.se

Pawsec is a Swedish company that works with alarm solutions for different situations and events. The brand CQrify includes, for example, personal alarm (CQrify Me), alarm for horseback riders (CQrify Horse) as well as most vehicle types.

Swedish MotorCyclists Association, SMC has about 65,000 members. SMC's main work areas are road safety, tourism, insurance, consumer issues, advocacy, information and international work.

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