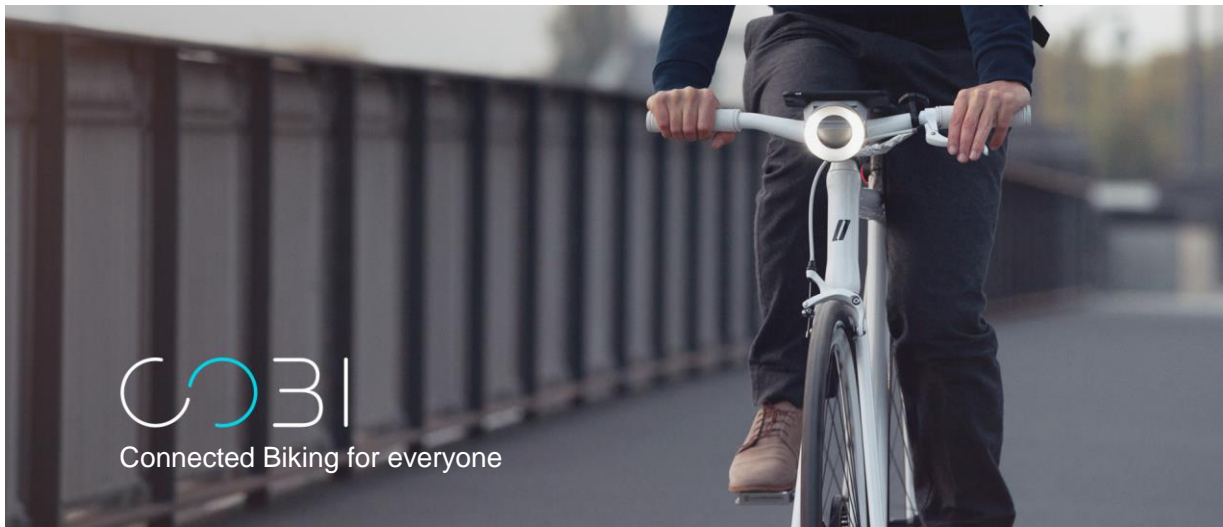




COBI Turns Every Single Bicycle into a Smart Bike

Connected Bike System Boasts Total Integration Plus
Unprecedented Features



Frankfurt, Germany – December, 2014. iCradle, Inc. announces the launch of COBI, an all-in-one smart biking system that can be easily installed onto any bicycle, starting at \$159. COBI is one part hardware that gives any bike headlights, brakelights, and turning signals, and one part sleek app that offers anything from intelligent weather forecasting to GPS to Spotify integration. COBI was developed with the mission to reduce the endless crowding of apps and gadgets that have only one function.

Andreas Gahlert, Founder, iCradle: *“I love biking, but I was so tired of looking down at my handlebars and seeing a whole mess of unintegrated gadgets – one for music, one for speed, another for heart rate tracking. COBI eliminates the clutter.”*

One For All. Gahlert has previous experience developing connected car systems for Audi, and has applied the same principles and functionalities to bikes. Beyond integrating over 100 features and apps that cyclists are already familiar with, like fitness tracking and turn-by-turn audio navigation, COBI is boasting over ten features that are unprecedented for biking. These include a security system that can only be unlocked with the user’s smartphone password, and a battery pack that can charge a user’s phone.



Gahlert: *“Really, the best part of COBI is how fun it is to use. That’s why we did our best to make it as affordable as possible, and as versatile as possible. It’s smart biking for everyone.”*

- Integrates all functionalities into one, sleek interface
- Can be easily installed onto nearly any existing bicycle
- Adds safety hardware like headlights, brake lights, and turning signals to any bike
- Android and iOS Compatible – integrates all major apps and software
- Future-Proof: Designed to evolve with future hardware and software updates, easy-to-replace parts
- Supports latest technology for cell phones up to 5.5”

The Campaign: iCradle is launching a Kickstarter campaign in support of COBI. Backers can receive the system for as low as a \$159 contribution. The campaign launches December 3, 2014, will run through January 1, 2015, and aims to raise \$100K. Backers can expect to receive COBI by May 2015.

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