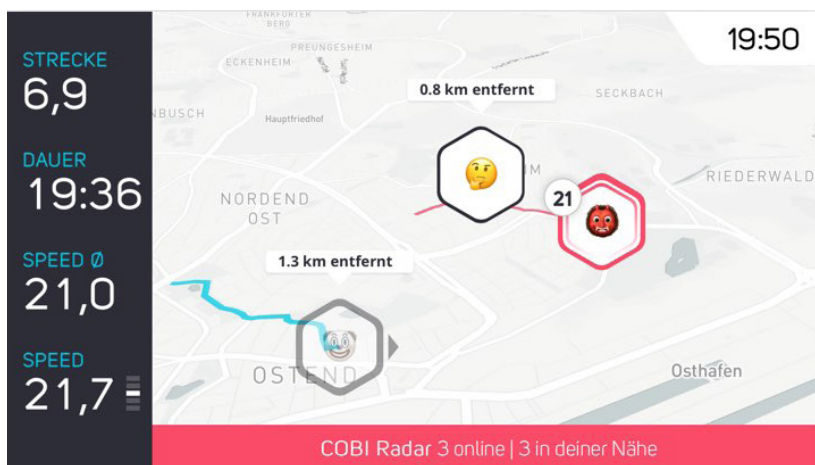




## COBI Opens App Platform for Developers and Partners Trailblazing projects at Eurobike – COBI opens its app and reveals details of its new partnership with Microsoft

Frankfurt, August 31st, 2017. With the Software Development Kit (SDK), COBI opens its app for developers and enables third parties to integrate numerous new enhancements into the COBI app. In addition to users, companies too are welcome to create bicycle-specific app enhancements for their business applications. COBI, Microsoft and the "Brezel Bike" ("Pretzel Bike") pilot project collaboratively showed at Eurobike (Stand A2-208) how this can look in the corporate sector.



### Your custom-tailored biking cockpit with COBI

Simultaneously with Eurobike 2017, COBI opens its app for software developers. This makes possible numerous custom-tailored enhancements for bicycling – for private uses and business applications.

COBI developed a few examples to demonstrate what's possible. Friend Radar interconnects COBI users. Spur-of-the-moment shared bike tours are easier to organize now because the navigation area shows where the user's friends are currently biking. For commuters who travel to their workplaces by bike and rail, a module was developed that couples

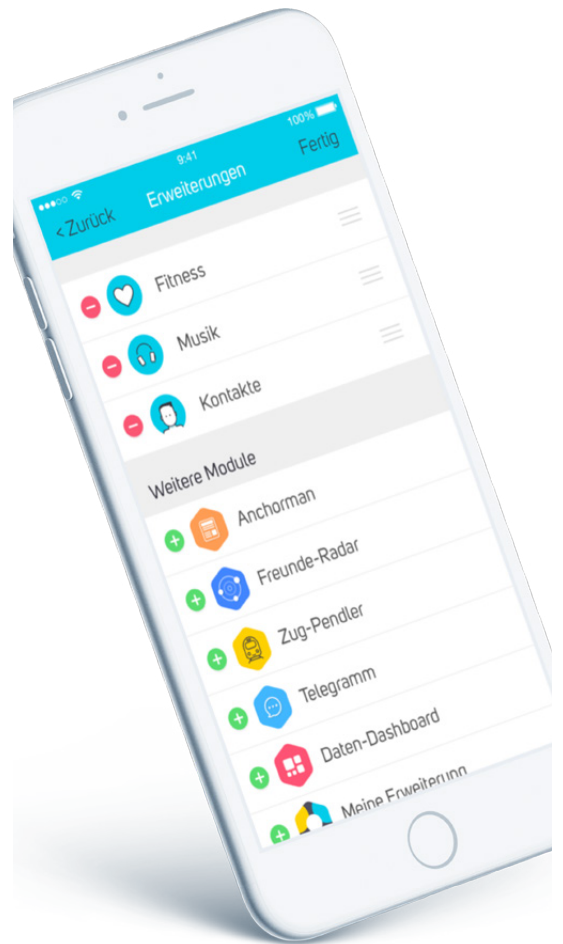
the COBI navigation and the timetable of Deutsche Bahn (a German railway company). Cycling commuters can see at a glance whether they'll arrive at the railway station in time to catch the next train. The Ping module lets users conveniently and safely send pre-composed messages (e.g. "I'll be there soon") via thumb controller during a ride – including their present location and expected time of arrival. The user simply selects the desired pre-composed text message and its recipient via voice command.

Everyone from hobby designers to professional software developers can use COBI's Software Development Kit (via [www.cobi.bike/developer](http://www.cobi.bike/developer)) to develop their own modules for the COBI app. These modules will be made available for all COBI users in 2018.

The Software Development Kit offers promising possibilities for companies (e.g. manufacturers of bicycles or components, delivery services, touristic businesses or fleet management) with regard to the coordination and logistics of their bikes. For example, with corresponding modules and via the COBI app, real-time data about the utilized bicycles can be collected, communication with cyclists can be improved, and their routes can be optimized and coordinated.

#### Brezel Bike joint project and partnership with Microsoft

In the Test Ride Area at Eurobike, COBI presented a pilot project which shows how the enhancements of the COBI app in the business field look and how they can be used. The Brezel Bike project was begun in collaboration with Microsoft. A user who goes to [www.brezel.bike](http://www.brezel.bike) can see exactly where the Brezel Bike presently is on the trade fair's campus, order a free pretzel, and monitor the progress of the salty baked treat as it makes its way toward the user's location.



This pilot project serves as an example of how a "bike-based business" can look for partners. A mobile merchant can show users his or her availability and current location. At the same time, merchants benefit from three advantages of the COBI system: the smartphone is held and charged during the application; the software can be conveniently operated during the ride; and thanks to SDK, enhancements can be integrated which utilize, for example, logistical or location data. Furthermore, the user not only has access to the convenient bike-optimized navigation, but can also control phone calls and operate all other COBI functions, including controlling the app via the thumb controller. This assures that the user remains safe and secure in street traffic. The buyer, on the other hand, benefits by being able to see where mobile merchants are in his or her vicinity and which products are currently available from them. All information about the collaborative project with Microsoft is available at [www.cobi.bike/brezelbike](http://www.cobi.bike/brezelbike).

COBI chose Microsoft to serve as a strong partner at COBI's side for the cloud services. A powerful cloud infrastructure and corresponding services are indispensable to bring together bicyclists,

businesses and bikes as they are interconnected by the Connected Biking System. Microsoft convinced COBI because it expressly focuses on protecting privacy, while simultaneously maximizing security and reliability. That's why Microsoft will host the cloud services for COBI in the future.

With a strong partnership between COBI and Microsoft, along with individualized further developments of the COBI app by users and companies, COBI points the way into the future of smart biking.

### About the COBI system

COBI, the Connected Biking system, uses an intuitive app and cleverly designed hardware to perfectly integrate a smartphone into a bicycle or e-bike and can transform every bike into a smartbike. The system consists of a hub, including charge function and thumb-operated controller, as well as an intelligent AmbiSense front and rear light. The corresponding COBI app (Android and iOS), which is conveniently operable via the thumb controller, makes available a wide variety of functions: 3D voice navigation, fitness tracking, music and telephone control, and an alarm system, to cite only a few examples. Unlike bicycle computers with closed systems, COBI can be accessed on popular apps (e.g. Spotify, iTunes, Apple Health and komoot), and these apps can be used and controlled with COBI. Regular app updates guarantee cyclists that COBI and its functionality will continue to develop.

Further information is available at: [www.cobi.bike](http://www.cobi.bike)

