VOLARE

GEAR

The Company

Volare Gear, Inc. was established in 2009, in El Paso, Texas, when it launched a revolutionary product that has the potential to vastly impact motorcycle safety for the foreseeable future - an innovative motorcyclists safety vest with integrated LED functionality. The state-of-the-art vest is directly connected to the motorcycle electrical system. When in use, the vest will initiate vital safety functions, such as brake light, left and right turn signals, as well as illuminating the rider with reflective material.

Our newest and most ambitious product to date is a Phase II design with the capability to continuously charge Google Glass providing unlimited battery life for as long as the rider is using the motorcycle. We anticipate that this product will have mass appeal in the global consumer market and will be a game changer with unending possibilities in motorsports such as Formula 1, Moto GP, NASCAR and other sports.

Our strengths as a company come in our unique patented and licensed designs. We anticipate that our innovative products will have broad consumer appeal with promising growth potential. Additionally, our designs are high quality, durable and can be developed with relatively low overhead.

The Challenge

Battery life limitations for Google Glass have been widely publicized. Critics maintain that the relatively short battery life will be one of the biggest obstacles facing Google as the product is diffused into public use.

The Solution

Our patented safety vest is a breakthrough product that will allow for continuous use and extended connectivity to Google Glass. When in use, the Google interface can replicate a heads up display currently used by t he U.S. military communicating vital intelligence and information to the user. We anticipate this capability to be of vital use to a broad audience - from enthusiasts to law enforcement.

Our unique integrative design negates the need to develop high cost helmet-based heads up displays.

VOLARE GEAR

Our “wearable technology” patents are made specifically for Google Glass to enhance safety and battery life and does not require “add ons,” preserving its intended form and function.

Volare Gear, Inc. has developed a Universal Adapter for any type of sport vehicle, such as motorcycles, dirt bikes, quads and snowmobiles. It also includes a waterproof inside pocket for any phone and USB connector. A coiled USB connector is used so as not to restrict natural head movement in any way. In essence, the vest can charge Glass and phones at the same time it is connected to any vehicle type mentioned above.

Specifications

- 3 hidden USB charging cables
- Coiled micro USB connector cable concealed inside the collar
- Waterproof inside pocket charging cable for any phone
- Hybrid connector on the back that can charge a tablet or a second user
- Patented Universal adapter harness connected to the electronic systems of any type Motorcycle, scooter, quad, dirt bike and snowmobiles
- Displays vehicle information like speed, gear you are in, gas gauge, navigation.
- Made with 100% recyclable materials
- No Batteries
- Light weight
- High intensity flat LEDs
- Signaling capabilities left, right and stop
- Charge 3 devices at the same time
- Breakaway coiled waist connector
- USB Connector for regular Automobiles
- (Optional) Pocket charger for any External battery
- Custom Color Configurations
- LEDs can be turned off completely
- Machine Washable

VOLARE GEAR

Volare Gear has engineered and patented a Universal Power Adapter made specifically for Glass. It has a coiled micro USB adapter hidden inside the neck, which can be tucked away inside a zipper. It can also charge any smartphone.

This feature is very important because Google Glass requires a smartphone connection and having both devices fully charged makes our vest the perfect companion for Google Glass. The vest can also charge a passenger so two people can have all of their devices fully charged at all times.

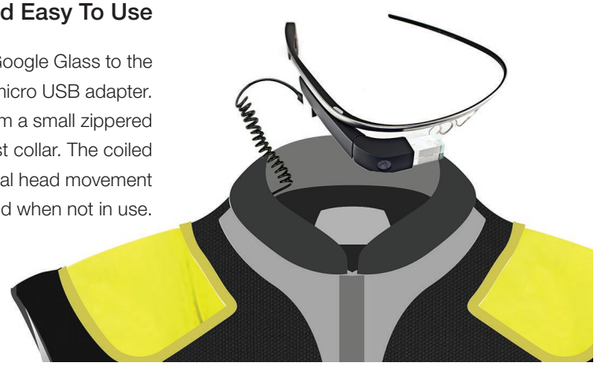
How It Works

Volare Gear, Inc. contracted the ID Group Inc., a nationally recognized consulting firm, to design our vest prototypes. The Google Glass integration, which was independently developed by Volare Gear, Inc., is designed to extend the Google Glass battery life indefinitely (as long as the user is riding and connected) and can simultaneously connect a second passenger via a unique feature specifically designed for Google. The interface will also include apps that can display useful features, such as GPS, fuel consumption, speed and other useful information. The apps will also disengage communication features, such as email, text, social media and incoming calls while the product is in use.

Here's how it works:

1. Safe, Discrete and Easy To Use

Our unique design connects Google Glass to the Volare Safety Vest via a coiled micro USB adapter. The adapter is accessed from a small zippered compartment hidden in the vest collar. The coiled adapter will not restrict natural head movement and can be concealed when not in use.



VOLARE GEAR

FRONT

2. Safety Features

The Volare safety vest features integrated turn signals located high on the shoulders of the vest. This provides enhanced rider safety both day and night. The light mechanism and housing will be virtually invisible when not in use because of its sleek "hidden-in-fabric" design.

BACK

BACK

Large turn signals

Large turn signals located on the vest are highly visible and can be seen at great distances. An integrated brake light (which glows amber when engaged) will bring added safety to the rider.

The brake light mechanism and housing will also be hidden when not in use.

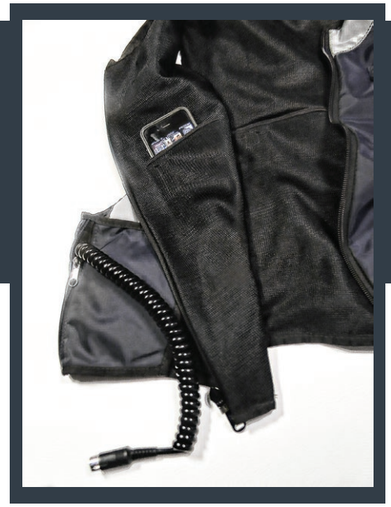
VOLARE GEAR

FRONT

BACK

3. The Volare Law Enforcement Vest

This is the front and rear view of the actual Volare Law Enforcement prototype made of high quality, durable materials that are reflective during day and night activities. This vest is adaptable and can be made of Kevlar and other armored materials.



The Law Enforcement Vest features a “break away” coiled connector that links directly into the motorcycle fuse box. A battery pack option is included and can be accessed via the inside pocket.

5. Style and Function

The design for the global consumer market is shown here. This design can be adapted for a variety of vehicles – from motorcycles to snowmobiles.

The Volare Vest can be made in any number of colors and can be tailored to appeal to the style-conscious enthusiast market.

VOLARE
GEAR

Investment

Volare Gear, Inc. is currently seeking a total of $495,000 in investment capital to assist in the production our new Google Glass integrated safety vest product.

The Opportunity

The capabilities of Google Glass and its potential for mass consumer appeal, coupled with our innovative vest designs, make for an outstanding investment and business opportunity. Global motorcycle sales (and related gear) are reaching an all time high and Volare Gear, Inc. is well positioned to become an industry-leading developer of innovative motorcycling-related products. However, we believe that our best entry point into the global market is by appealing to early adopter Google Glass users first, then making incremental steps to offer the design directly to local, state and federal law enforcement as well as the U.S. military.

Business Strategy

Volare Gear, Inc. will seek endorsements from government and military-based law enforcement agencies and anticipate this partnership will stimulate interest in the public sector. Once substantial gains have been made in this regard, Volare Gear, Inc. will takes steps to make the product available in shops and dealerships around the country as well as via the Internet.

Manufacturing

Volare Gear, Inc. is headquartered in El Paso, Texas, an ideal location to operate all divisions of the organization. Its location on the U.S./Mexico border allows Volare Gear, Inc. to utilize an international labor force and subcontract the manufacture, assembly and packaging of our product with a number of companies based in Mexico.

Once made, the products will be imported into the U.S. where the fulfillment process will be completed. While this process may impact the cost of goods, it will also eliminate the overhead associated with maintaining a large internal labor force, acquiring a physical plant and purchasing real property and manufacturing equipment.

VOLARE GEAR

Distribution

Volare Gear, Inc. will adopt a “produce on demand” distribution model in order to keep inventories at a minimum. The assembled products will be transported from our Mexico-based manufacturing partners to our U.S.-based shipping center. Our proximity to an international border and major interstate highways makes our geographic location ideal for large-scale distribution.

Sales

We see a unique interconnection between Google Glass and the Volare Gear, Inc. product line. We also believe that, when combined, the two products can have complementary sales strategies. We intend to develop our battery-enhancing technology exclusively for Google Glass. Therefore, all sales initiatives will reflect this goal. Once the product has gained considerable traction we will initiate a plan to make the Google Glass integrated vests available to consumers through traditional brick and mortar channels and via the Internet. We will also develop a direct sales strategy to reach our secondary targets, which are law enforcement, military, government contracts and commercial accounts.

Market Analysis

Volare Gear, Inc. is at the leading edge of the motorcycle safety industry. Similar safety product designs for bicyclists and skiers are under development in Europe. Their design characteristics vary, but the core concept is consistent: to provide safety, security and innovative design to their customers.

Some of these designs are presumed to be motion activated. As the biker turns or stops the vest illuminates and at night the vests reflect light from oncoming traffic. In Germany and other parts of Europe, Willie Bogner (a renowned fashion designer) has developed a ski suit that utilizes similar LED technology.

“The one thing that these emerging technologies do not have is the Google Glass interface that we’ve built into our safety vest design.” – Mario Maese, President of Volare Gear, Inc.

VOLARE GEAR

Industry Analysis

Volare Gear, Inc. is well positioned to become an innovator within the motorcycle safety industry. Our Google Glass interface will only serve to solidify this position as this product is introduced to national and international audiences. While several motorcycle safety equipment companies are currently operating in the U.S. and abroad, their primary focus is in developing body protection and armor.

Our focus it to safe ly integrate the operability and convenience of Google Glass into the motorcycling experience via our unique “continually connected” design.

Mission Statement

Volare Gear, Inc. will fundamentally change the motorcycling experience through innovation, technology and by developing products that meet the highest standards for quality, compatibility and comfort.

Vision Statement

Volare Gear, Inc. will be a global leader and pioneer in motorcycling safety products through its development of integrative technologies.

Corporate Values

Volare Gear, Inc. is committed to operating with the utmost integrity. We are dedicated to our customers and employees alike, and will work as a team to provide the trust needed to be a strong competitor within the industry. We will enforce complete transparency to all stakeholders and will remain focused on social responsibility and corporate citizenship. Volare Gear, Inc. is driven to succeed through innovation; as such we strongly encourage environmental safety and energy efficiency.

VOLARE GEAR

Supporting Data

On May 24, 2013 Zack Epstein from Bloomberg BusinessWeek spoke with Sergey Brin about Google Glass. His comment concerning Google Glass was, “basically done,” and we can expect Glass to launch with terrible battery life.

CNET review by Scott Stein on 05/17/13

The battery life on Glass is short, especially for a device most useful when you’re otherwise occupied and presumably moving from one task to another. I ran down the battery completely in 1-2 hours of intermittent use.

ABC News Review by Joanna Stern on 06/07/13

To Return or Not Return?

Without the Bluetooth feature on my phones, the glasses rarely have connectivity when I am not at home. I used the mobile hotspot on my phone as a substitute, but that’s not always a reliable solution. It’s a hard problem for Google to solve since embedding cellular connectivity inside the glasses will take a hit on battery life, which is already less than stellar. I was anxious over whether I should return the glasses and get my money back before the 30-day return window had closed.

ABC NEWS Review continued:

As I said in my original piece, when you use the glasses heavily they don’t last longer than four hours. Luckily it doesn’t take too long for them to charge since the battery is so small. Still, **those two things together have caused the glasses to not be on my face much of the day, but in their protective pouch in my bag.**

The Guardian review

by Charles Arthur on 07/02/13

Glasses used to be something that helped you see the world better. For the average person, Google Glass feels like something that would make you see the world less.

For the ordinary person, though, I can’t quite see it. Most people don’t walk around needing to Google things. We use our phones for tasks. The idea of Glass seems to be that rather than us shaping the tool – pulling out a camera (phone) to take a picture or video, or doing a search or sending a text when we need to – the tool tries to shape us, reminding us that we should be googling at all times, taking part in Google Hangouts, getting directions from Google Maps.

VOLARE GEAR

They're great for particular uses, but you're going to struggle to find a use for them all the time. They're not going to replace looking at your smartphone any time soon.

The most important problem for Glass is safety this is the key issue that a lot of local and state law makers and consumers are looking very closely at the challenge is to make glass not an interruption or a distraction. but a safety instrument to avoid accidents

Article From NPR The Man Who Predicted Google Glass Forecasts The Near Future

by Elise Hu July 11, 2013

Augmented reality will likely lead to casualties.

Physicist and author David Brin says "Every generation has been challenged by new powers of vision, memory, perspective, attention and reach," Mainly because distracted drivers will get into accidents or distracted lens wearers could walk off curbs or into moving vehicles. As Brin says.

MailOnline Reported What it's really like to look through Google Glass

By Daniel Bates, Mark Prigg and David Mccormack May 10, 2013

Legal experts are warning of a massive 'legal brawl' over the gadget.

In West Virginia legislators tried to make it illegal to use the gadget while driving - and plan to launch another legal attack before it becomes widely available next year.

Motor Vehicle Statistics

Motor vehicle crashes claim nearly 43,000 lives, cause nearly 3 million injuries, and cost Americans $230 billion in property loss, medical and emergency bills, productivity loss, and other costs every year. Each Congress, Advocates establishes legislative priorities and identifies safety opportunities to reduce motor vehicle deaths and injuries. Advocates' staff then engages in a variety of educational and lobbying activities throughout the year to realize Advocates' safety agenda.

Motorcycle deaths dramatically increased in a single year, the 8th year in a row. Deaths soared an incredible 115 percent since 1997-- 2,437 more deaths than in 1997 - to a total of 4,553 deaths. Motorcycle deaths now represent fully 10.5 percent of all annual motor vehicle fatalities.

According to 2006 data from the National Highway Traffic Safety Administration (NHTSA), 4,810 motorcycle occupants were killed on our nation's roads last year, a 127% increase from 1997.

Per vehicle miles traveled, motorcyclists are about 21 times as likely as passenger car occupants to die in a traffic crash and four times as likely to be injured. (NHTSA, 2001)

Motorcycles make up less than 2% of all registered vehicles and only 0.4% of all vehicle miles traveled, but motorcyclists account for over 9% of total traffic fatalities. (National Highway Traffic Safety Administration, or NHTSA, 2005)

Fatalities among motorcycle riders have increased by more than 127% since 1997. (NHTSA, 2007)

In 2006, 65% of fatally injured motorcycle riders were not wearing a helmet in states without all-rider helmet laws, compared with only 13% in states with all-rider helmet laws. (NHTSA, 2007)

Per vehicle miles traveled, motorcyclists are about 21 times as likely as passenger car occupants to die in a traffic crash and four times as likely to be injured. (NHTSA, 2001)

In 2003, 36 percent of all motorcyclists involved in fatal crashes were speeding, approximately twice the rate for drivers of passenger cars or light trucks. The percentage of alcohol involvement was 40 percent higher for motorcyclists than for drivers of passenger vehicles. (NHTSA, 2003)

Motorcyclist fatalities are rising fastest among motorcycle riders over age 40. In 2003 alone, fatalities increased by 16%. (NHTSA, 2003)

Helmets reduce the risk of death by 29% and are 67% effective in preventing brain injuries to motorcycle riders. (NHTSA, 2001)

VOLARE GEAR

References

Mario P. Maese: Entrepreneur Founder/President of Volare Gear
Contact (915) 929-3443 Volaregear@yahoo.com

ID Group Inc.: Product Design/Marketing Consultants, California

Advocates for Highway and Auto Safety: Fact Sheet 2007, Online

U.S. National Highway Safety Administration: Information,
http://www-nrd.nhtsa.dot.gov, 2008

Highway and Auto Safety Laws in Texas: http://www.capitol.state.tx.us/ 2008

National Safety Council: Online, http://www.nsc.org, 2007

U.S. Census Bureau: Online, http://www.census.gov/prod/cen2000/doc/sf3, 2008

Contact Information

Volare Gear Inc.
4609 Esparza Ln.
El Paso, TX 79934

Mario Maese, Founder and President
volaregear@yahoo.com
(915) 929-3443

VOLARE
GEAR

Volare Gear Inc.
4609 Esparza Ln. | El Paso, TX 79934

VOLARE
GEAR

VOLARE
GEAR