



THE SMART HELMET

THAT AUGMENTS HUMAN SENSES

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PROFILE

- 略歴 -



大野 新 Borderless Inc. Founder & CEO

東京藝術大学美術学部デザイン科を卒業後、GK Design Group 入社。
GK Dynamics 動態デザイン部にてインダストリアルデザイナーとして勤務、
数々の国内/海外プロジェクトに携わる。2012年 Borderless設立。2014年
CrossHelmetプロジェクトを開始。2015年米国カリフォルニア州に Arata
Oono Products 設立。2019年台湾新竹に CrossWares Co., Ltd. 設立。



ミッション

デザインの力を通じて、
社会に新しい経験と価値を創造する。

PROBLEMS

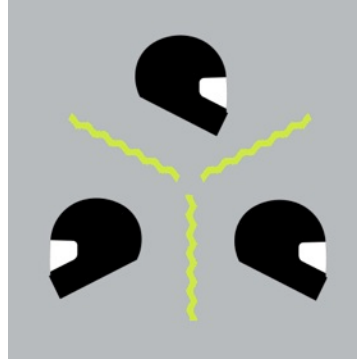
- 課題 -



1. BLIND SPOT

100 degrees

100度にわたる死角



2. COMMUNICATION

Divided communication

隔絶コミュニケーション



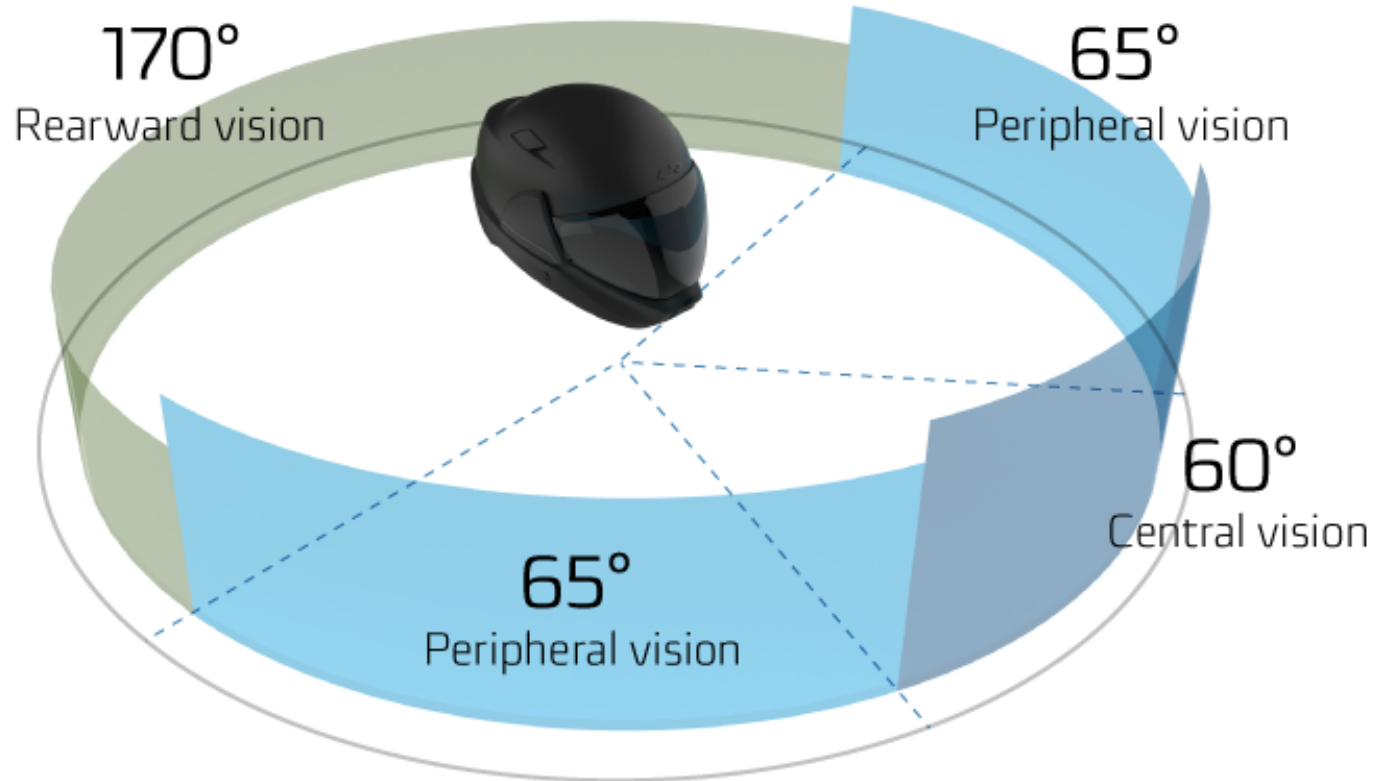
3. NOISE

60km/h : 85dB+

騒音による聴覚障害

1. VISIBILITY

- 360°視野の実現 -

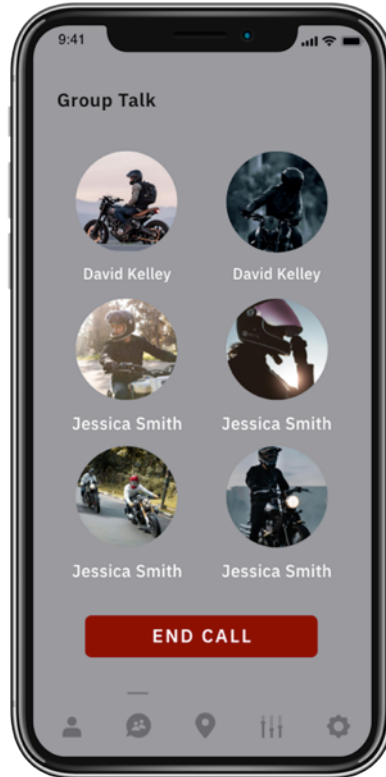


2. CONNECTIVITY

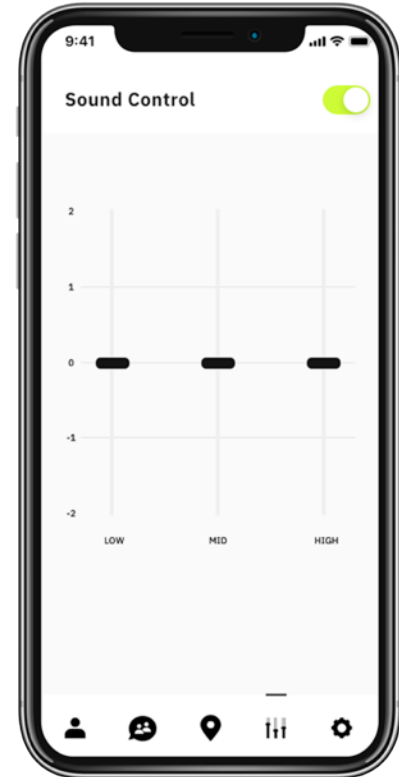
- 外部接続性 -



Navigation



Group Talk



Sound Control

3. SERENITY

- 静肃性/特化型音場制御 -



No.6124203

選択の音場制御技術を
国際特許化(US/EU/JP)

12:27



68%



1.4mi

12:37 SE

7.3mi





KICKSTARTER

500K+ USD Raised



Mashable



300+ Media covered

Series A Round: 2018

1.4M+ USD Raised





"...boasts a **technological overhaul** for traditional motorcycle helmets."
Mashable

"...**futuristic** styling with equally **futuristic** tech... like no other helmet currently in the market."
COOLTHINGS

"...look like an **action hero**, and potentially, make you **ride like one, too.**"
DIGITAL TRENDS

"360° visibility, aka **game-changer**"
InsideHook

"a new motorcycle helmet that packs a ton of tech into a **futuristic package.**"
THE upscout

"One of the **most promising designs** so far"
uncrate

ACHIEVEMENTS

- 世界的なデザイナー/小売とのコラボレーション -



pierre terblanche designs futuristic 'BST hyperTEK' electric motorcycle

Collaborated with the most notable electric motorcycle at EICMA 2019 (Milan), the HYPERTEK electric motorcycle, designed by Pierre Terblanche.



Pierre Terblanche



THANK YOU

For more info please reach out to:
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