



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
Ono Products 設立。2019年台湾新竹に CrossWares Co., Ltd. 設立。



110112 GK Dynamics



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

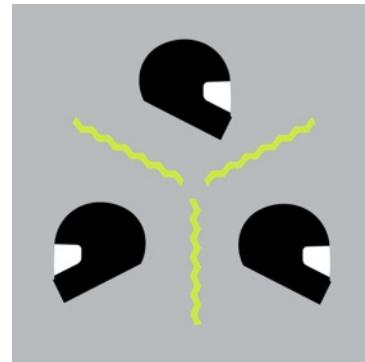
- 課題 -



1. BLIND SPOT

100 degrees

100度にわたる死角



2. COMMUNICATION

Divided communication

隔離コミュニケーション



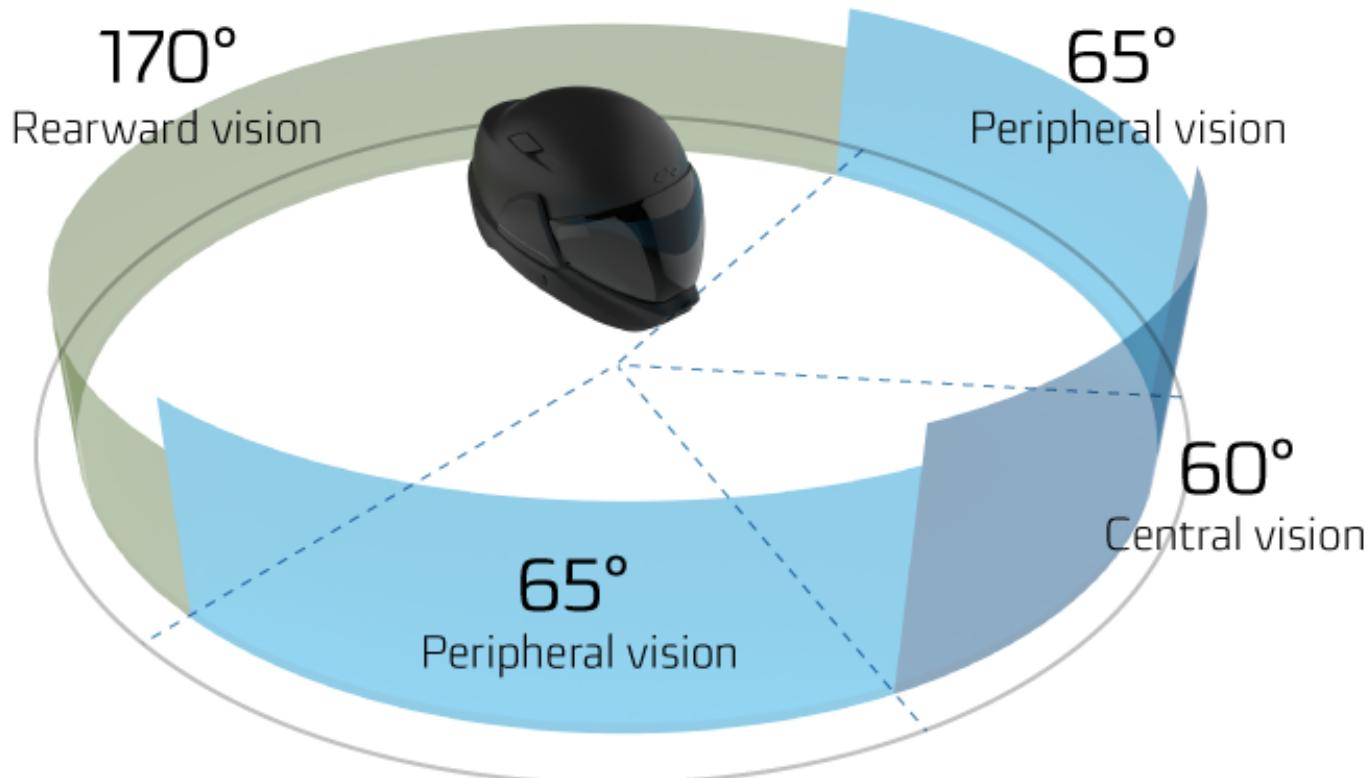
3. NOISE

60km/h : 85dB+

騒音による聴覚障害

1. VISIBILITY

- 360°視野の実現 -

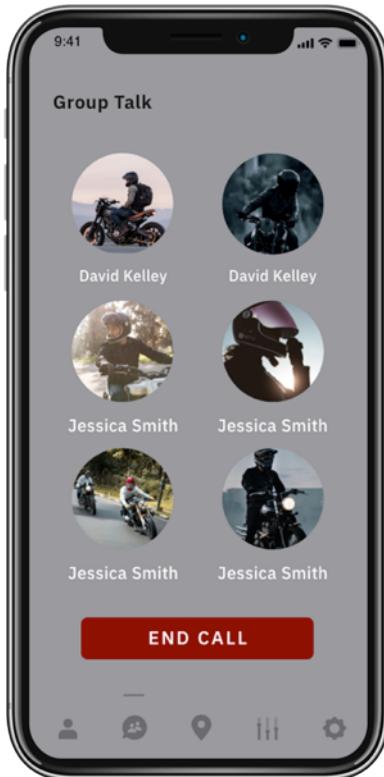


2. CONNECTIVITY

- 外部接続性 -



Navigation



Group Talk



Sound Control

3. SERENITY

- 静肃性/特化型音場制御 -



No.6124203

選択的音場制御技術を
国際特許化(US/EU/JP)





KICKSTARTER

500K+ USD Raised

Discovery
CHANNEL

Mashable

BUSINESS
INSIDER

300+ Media covered

Series A Round: 2018

1.4M+ USD Raised



Geeky Gadgets

TECH
INSIDER

NOW
THIS NOW
FUTURE

1000PS.de

STOYO MEDIA

COOLTHINGS

MCN

DailySocial id

HICONSUMPTION

MANDESSAGER GEARHUNGRY

MOTORCYCLE.COM

fanpage.it

VR/focus

ZWO

LES TECHNOS

Canada CMG MotoGuide

glitch.

bikeit.gr

In

EAT SLEEP RIDE

SOLOMOTO.es

BBC TopGear

QORE GLANCE SMARTLY

Gadgetsin

Demotivateur

STARTUP selfie

Core77

東森新聞 ETIV

man of many

YOUNG Machine

MOTORRAD

BIG MACHINE

THE UPSCOUT

REVISTA MOTO

NEOZONE

Motorcyclist

BAOMOI.com

MENCLUB

NEW TechNews

NHK WORLD

BLACK XPERIENCE

ASCII

...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."

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 -

20
YEARS
designboom®



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

B
b8ta USA

TOUCH OF MODERN USA

SMARTECH UK

THANK YOU

For more info please reach out to:
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