

High End Biking Computer

Product Description- A unique, high-end biking computer capable of calculating rider power in watts, in addition to the standard speed and cadence readings. It consists of a low-power microcontroller, custom LCD, and communications interface.



SMT Contribution- Took a rough, underperforming prototype and migrated to an entirely new platform with a lower price point and better growth potential. Designed new hardware and firmware for the base product and several variants.

Success- Customer has established a dominating market presence, and with SMT's help has expanded the offering to stationary applications. Product growth and feature enhancement has evolved such that the present product has 10x the memory of the original system.