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In-Helmet Display Gives Motorcyclists the Heads-Up!® on Gauges, Radar and Caller ID

"At a Glance" Fighter Pilot Technology Allows Riders to Keep Eyes on the Road

LAS VEGAS – If you've ever driven down the freeway on a motorcycle, you know how challenging it can be to look down to read gauges, especially in poor weather or tight traffic. But thanks to a new in-helmet display, riders can more quickly and easily access critical information without ever taking their eyes off of the road.

The new SportVue® MC3 attaches to any motorcycle helmet to provide riders of any power sports vehicles with the fastest way possible to see a color display of speed, rpm, gear, turn signals and even radar alerts. The all-new wireless product is being unveiled here this week at the Consumer Electronics Show (CES) and will begin shipping for a price that's under \$250 in the first quarter of 2007.

"When I raced cars in the Indy 500, I found that it took an average of two seconds to look down and read my gauges," said Dominic Dobson, CEO of Motion Research, the company behind the SportVue product. "The MC3 allow users to reduce that time to less than one second. That's important because a lot can take place in those critical seconds when you're not watching the road ahead."

A Bluetooth-enabled version of the product, that displays caller ID and text messages, will also hit the market later this year to provide bicycle riders and power sports users with an easy way to see important calls so they can make a smart decision to take them or not.

“ In today’s world, information is coming at you all the time from all kind of sources. The unique ability of SportVue to provide that ‘last mile’ of data to your mind in a way that doesn’t distract you while you are busy, makes it a very compelling product”, added Dobson.

While exhibiting at CES, Motion Research will also display a number of products in development for various applications that including snow sports, extreme sports and other applications.

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About Motion Research Corporation

Motion Research is a privately-held company based in Seattle, Washington. Founded in 2003, the company has created the world’s first fully wireless, software-defined mobile displays for consumer and commercial markets, based on it’s patented technology and currently markets and sells its products in more than 20 countries around the world. More information on the company and it’s products can be viewed online at www.motionresearch.com and www.sportvue.com. SportVue[®], SportVue PRO[™], Heads Up![®], SmartGlasses[™], and SpyderEye[™] are trademarks of Motion Research Corporation.