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HeadsUp Prevents Outdoor Damage

Fifteen years ago, competitive cyclist Tom Rieber drove his car and roof-mounted bicycle straight into his garage, causing thousands of dollars of damage. The accident, which occurred after a long night of riding, inspired Rieber to create the HeadsUp System to prevent fellow outdoor enthusiasts from making the same mistake.

The HeadsUp System is a wireless device that sends a signal to drivers as they approach their garages, reminding them if they have bikes, kayaks, canoes or other sports equipment mounted on top of their cars. The system includes an LED alert sign that mounts inside the garage, tiny wireless tags that attach to the driver's gear and a wireless alerter inside the vehicle. When the driver returns home with gear on the roof, the sign in the garage flashes and the alerter inside the vehicle sounds a warning tone to prevent the driver from entering the garage before an accident occurs.

"Our mission is to ensure that the outdoor athlete never has to hear the crunch

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of expensive gear from the roof of their car as they pull into the garage," said Rieber. "You can imagine, or maybe you've experienced that sinking feeling in the pit of your stomach when you realize you've just trashed your favorite gear, not to mention damaged your car and garage."

To make the HeadsUp System a reality, Rieber teamed with Karl Sowa, an avid cyclist, skier and former marketing executive for several successful start-up ventures, including GeoCities. The duo partnered with a leading electrical engineering expert to develop Rieber's idea for an alert system.

"You've invested thousands of dollars in equipment along with hours of training. It's your heart, your soul. And it's worth protecting," noted Sowa. The HeadsUp System sells for \$169.99 online and will be stocked at independent bike shops and leading outdoor retailers later this year.

The Internet is littered with thousands of horror stories of tired, distracted drivers inadvertently pulling into their garages with their favorite bikes or kayaks still attached to the tops of their cars. Rieber and Sowa encourage others to share their horror stories and photos online. Subscribers will vote on the stories and photos in September with the top vote getter winning a free HeadsUp System. Enter at headsupsystems.com/your-story.

For more information, call 303-831-6680 or visit headsupsystems.com.