



Texas Motorcycle Safety Forum

SATURDAY, APRIL 9, 2022

BARRACUDA



The logo for REVER, with the letters in a stylized, orange, sans-serif font. The background of the slide is a dark, grayscale image of several motorcycles lined up on a track, with a rider on the central one.

REVER

charles river analytics

Barracuda

Alex Negri, Sr. Software Engineer, CRA

Elaine B. Coleman, VP Commercialization, CRA

Paul Flurer, Product Owner, Rever

A dark, high-contrast background image showing a motorcycle race. The image is mostly black with some highlights on the motorcycles and riders, creating a sense of motion and intensity. The text is overlaid on this background.

charles river analytics

Charles River Analytics is an AI R&D Company with headquarters in Cambridge, MA. Our scientists and engineers create best-in-class solutions to diverse, challenging problems.

REVER

REVER is a powersports app with over 1.4 million users around the globe. We are small team headquartered in a small Colorado town, where access to trails, roads and the mountains give us a daily excuse to product test.



BARRACUDA is a Roadway Hazard Alert System for Motorcycles. It is a mobile app that delivers timely, en route hazard alerts specially designed to minimize distraction and keep riders safe.

BARRACUDA was funded by the Federal Highway Administration as part of the US Department of Transportation SBIR program.



Audio Alerting

Speech-based
Interaction

Gesture-based
Interaction

Controller-based
interaction



Visual Alerting

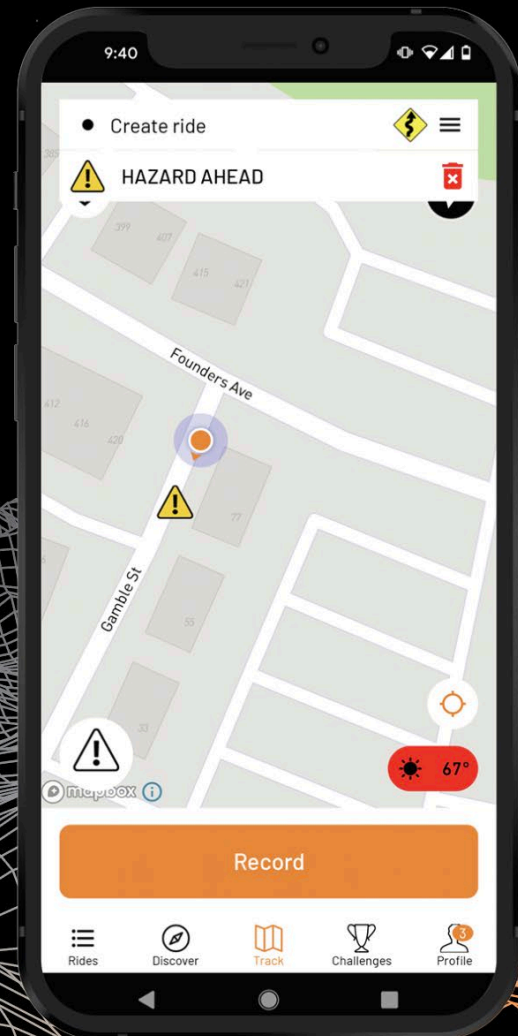


(Concept UI)

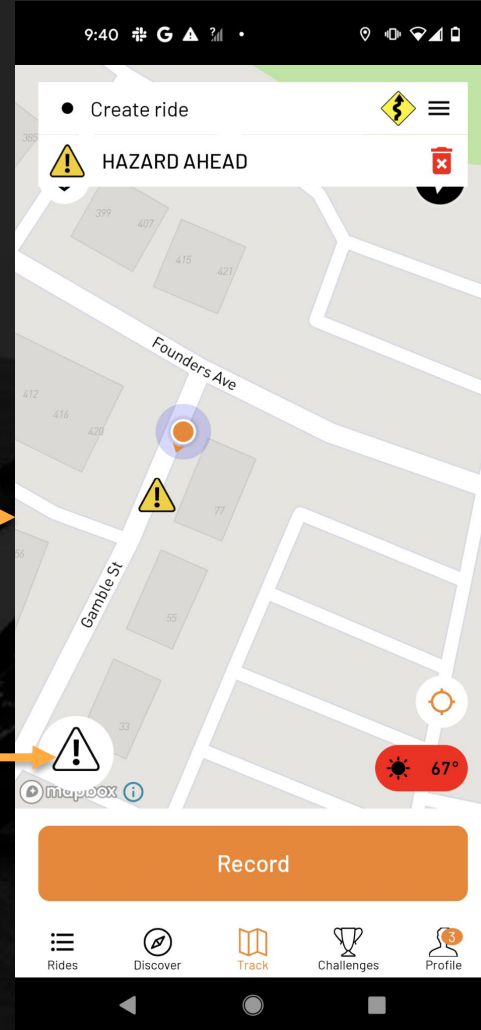
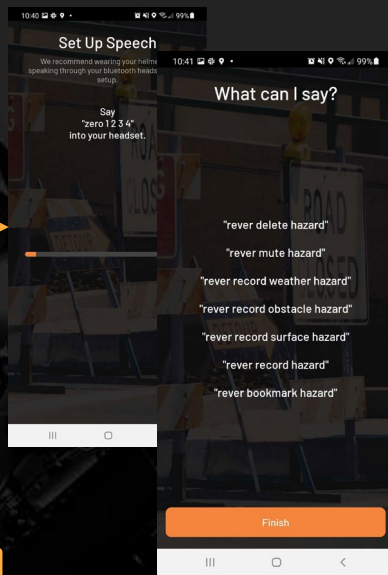
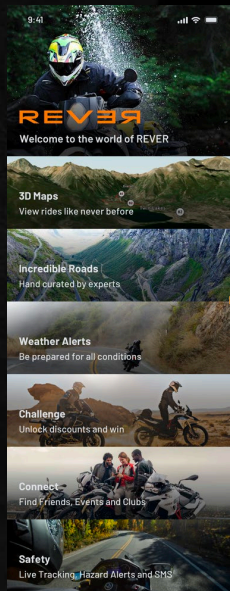
Pothole
Surface Hazard

REVER AND BARRACUDA

REVER and Charles River Analytics have collaborated to integrate Barracuda with the REVER mobile app. Putting this innovative safety technology in the hands of over 1.4M users worldwide.



REVER & BARRACUDA



Users

6,540 Total Users

3,000 Hazards Reported



BARRACUDA is more than simply a Waze for motorcyclists; we're focusing on hazards that disproportionately impact motorcyclists. We've done significant research to design an experience so riders can more safely notice and report hazards while maintaining heads-up, eyes-on-the-road riding.



REVER

charles river analytics

Thanks!

For more info: Elaine Coleman
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Enjoy your day!

Please complete a session survey and place it in the basket on the back table.

Or use the QR code in the back of the program to complete online.

Next session starts at 10:00 a.m.

