

## **BRAIN One: First Smart, Affordable Performance Tracking System for Motorsports Successfully Funds Crowdfunding Campaign**

*BRAIN One, which tracks and improves motorsport performance like the pros, raised over €50K on Kickstarter*

Trento, Italy ([PRWEB](#)) March 17, 2016 -- [BRAIN One](#), a portable, smart performance sensor for motorsports, fully funded on Kickstarter surpassing their goal of €50K (\$55K). The standalone device tracks riders' performance, provides feedback in real-time and instantly stores performance data.

Featured at CES 2016, BRAIN One is the perfect gadget for both riders and developers. BRAIN One is an open and multisport device, built with Android software, that is also compatible with iOS devices. With its open API abilities, BRAIN One can be used to develop personal sports applications for motocross, go karting, snowboarding, watersports and more. With BRAIN One, the possibilities are endless.

The BRAIN One team looks forward to sharing their newest gadget with the world, which allows users to not only track every detail of their sessions, but also analyze performance and share the adrenaline to feel like a champion.

“Our team is thrilled to introduce BRAIN One to the world. This device offers infinite possibilities, especially with its open API abilities, for users who want to have BRAIN One track their favorite sport,” CEO Simone Grillo said. “BRAIN One will be users’ new go-to, portable smart device for any action sport.”

BRAIN One comes chock-full of sensors designed for action sports, but also suitable for everyday activities. Its sensors include GPS+Glonass, 9-axis inertial sensor, a GoPro or action camera attachment and safety features. The device also measures trajectory, cornering, acceleration, braking, G-force, speed, bending angles, lap time and elevation differences. BRAIN One is also shockproof and waterproof so riders can use the gadget at any time, in any condition.

Professional motorcycle telemetry instrumentation can cost anywhere from €1,000 to €30,000. Potential backers may purchase their own BRAIN One on Kickstarter until March 26. There are BRAIN One devices still available for €259 (\$285), which is 13% off the future retail price. For more information, visit the campaign at [bit.ly/BrainOneKS](http://bit.ly/BrainOneKS).

### About BRAIN

BRAIN was founded by Simone Grillo and Timoteo Ziccardi, in Italy, with a mission of developing the first smart telemetry for extreme and action sports. BRAIN's goal is to allow everyone who participates in actions sports to track every single detail of a session, analyze performance and share the adrenaline. Our BRAIN, your heart. To learn more, visit <http://www.brainsomeness.com/>.



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**Online Web 2.0 Version**

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