**FOR IMMEDIATE RELEASE**

**SENA UNVEILS REVOLUTIONARY SMART CYCLING HELMET AT INTERBIKE 2016**

**LAS VEGAS, Nevada (September 21, 2016)** -- [Sena Technologies](http://www.sena.com), Inc., an industry leader in Bluetooth innovation for the motorsport and outdoor activities market, debuted today for the first time in North America, the world’s first [Bluetooth and QHD Action camera integrated cycling helmet](http://www.sena.com/product/smart-cycling-helmet), exclusively to media, dealers and trade members at the 2016 Interbike Trade Show in Las Vegas.

[Interbike](http://www.interbike.com) is unique among other cycling-industry shows, being that its first two days are outdoor demo days where dealers, retailers, and members of the media have the opportunity to ride and test out the products they will then see on the show floor. The following three days are expo days offering retailers and media members an exclusive look of never before seen products. Held just off of the Las Vegas strip at the Mandalay Bay Convention Center, the show is expected to see over 20,000 attendees and Sena will be located at Booth #12220 during all three expo days.

[The Sena Smart Helmet for Cycling](http://www.sena.com/product/smart-cycling-helmet) packs in today’s top of the line technology with the seamless functionality needed for your ride, all in a sleek and extremely lightweight design, equipped with a fully integrated Bluetooth communication system and QHD action camera. Talk with up to three riding companions, listen to music, monitor speed, cadence, and heart rate, while recording video all the way to the finish line.

The WiFi equipped helmet allows riders to capture and share videos from their adventures. The Smart Audio Mix feature gives the user the ability to record music from their smart phone, audio from the helmet’s microphone, as well as any audio from the intercom overlaid directly onto the video. Record up to 2 hours of QHD quality (1440p/30fps) video or FHD (1080p/60fps) video. The Sena Camera App will allow the user to preview video recordings and playback previously recorded videos through WiFi.

“Interbike is a trade show where cycling enthusiasts come together from across the world with one common interest, cycling,” says Sena CEO, Tae Kim “It is the perfect place to introduce a revolutionary cycling innovation created with the cyclist in mind to enhance every ride from start to finish.” Cyclists will be able to enjoy their ride like never before with Sena’s revolutionary helmet.

**About Sena Technologies Inc.**

[Sena Technologies](http://www.sena.com), Inc. is the global leader in Bluetooth Innovation for the motorsports, action sports and outdoor sports lifestyles - enabling real-time communication and optimal performance in the thick of the action. Since its first and flagship product, the SMH10 Bluetooth intercom/headset for motorcycle helmets, the most cutting-edge technological designs have allowed outdoor sporting enthusiasts to change the way they communicate while charging tracks and crossing finish lines worldwide. Sena offers its products worldwide through its global network of distributors, retailers and OEM partners.

For information on Sena Technologies Inc. and its products, please visit

[www.Sena.com](http://www.sena.com) or contact (951) 719-1040 or marketing@sena.com.

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