



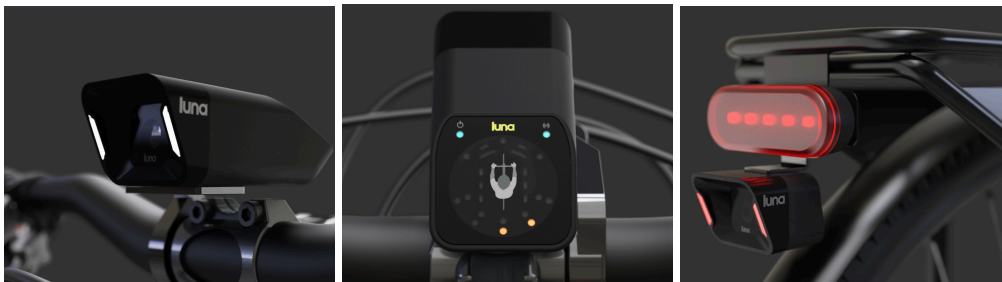
PRESS RELEASE

Luna Systems to unveils B2B Dual AI-Camera ARAS Safety System at Eurobike 2025

Hall 11.1 B47

[Images](#)

Dublin, Ireland – 19 June 2025 — [Luna Systems](#) will launch its **B2B Dual AI-Camera System** at Eurobike 2025, offering a new standard in cyclist safety through advanced AI-powered features. The system, designed specifically for the OEM e-bike market, aims to support cycling adoption by addressing persistent safety concerns that continue to deter would-be riders across global markets.



AI-Powered Advanced Rider Assistance System (ARAS) for E-Bikes

Luna's Dual AI-Camera System combines front and rear vision to deliver real-time safety features, including:

- Forward blind spot alerts
- Headway monitoring
- Rear blind spot alerts
- Vehicle proximity detection
- Close-pass detection

At the show, Luna will unveil a retrofit version as showcased (in above image) on an e-bikes from its partner, Irish e-bike company [Kuma Bikes](#). OEM visitors to its booth (Hall 11.1 B47) will also be informed about the company's multiple integration pathways, which includes complete custom integration. The head unit (as shown above) provides a simplified warning interface display. Luna also provides solutions for OEMs who wish to integrate with their existing smartphone app, or bike computer unit.

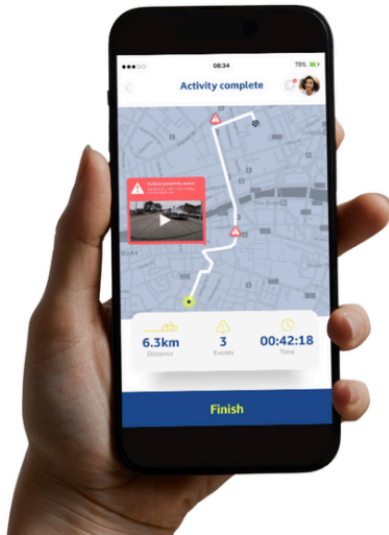


Image: Luna will be providing demonstrations at its booth (Hall 11.1 B47) of its AI Rearview Mirror app - Luna Oculus, which alerts riders to rear approaching threats and records and maps each such event

Unlike conventional radar-based systems, the company believes that vision AI offers **much broader functionality and upselling opportunities** for OEMs, based on an already popular cycling tool, the bike camera.

“Millions of cyclists already rely on cameras every day not just to record their trip, but also for evidence in the event of an incident. Adding AI to this equation transforms the concept of a camera, enabling not only recording, but **real time vehicle proximity alerts**, recording as well as mapping of vehicle proximity and close pass events for safer route planning,” said **Luna Systems CEO Andrew Fleury**. “Just as drivers benefit from ADAS in modern cars, we are helping bicycle OEMs pass on similar safety benefits to make cycling more accessible and open up the market to new demographics. AI safety should be built into bikes at scale—and Luna is positioned to lead that transition.”

“Our mission is to make cycling safer for everyone—from experienced riders to first-time commuters,” said Fleury. “This technology could be the tipping point that encourages more people to choose a bike over a car.”

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