

## Tweet

The key to smart & healthy cities lies in engaging mobility. #CycleSpex (VR) reveals aspects making cycling more engaging! #eutransportinnovator

**Geert de Leeuw**

Lecturer Built Environment & Co-founder CycleSpex

leeuw.g@nhtv.nl

+31646405097



# Innovation

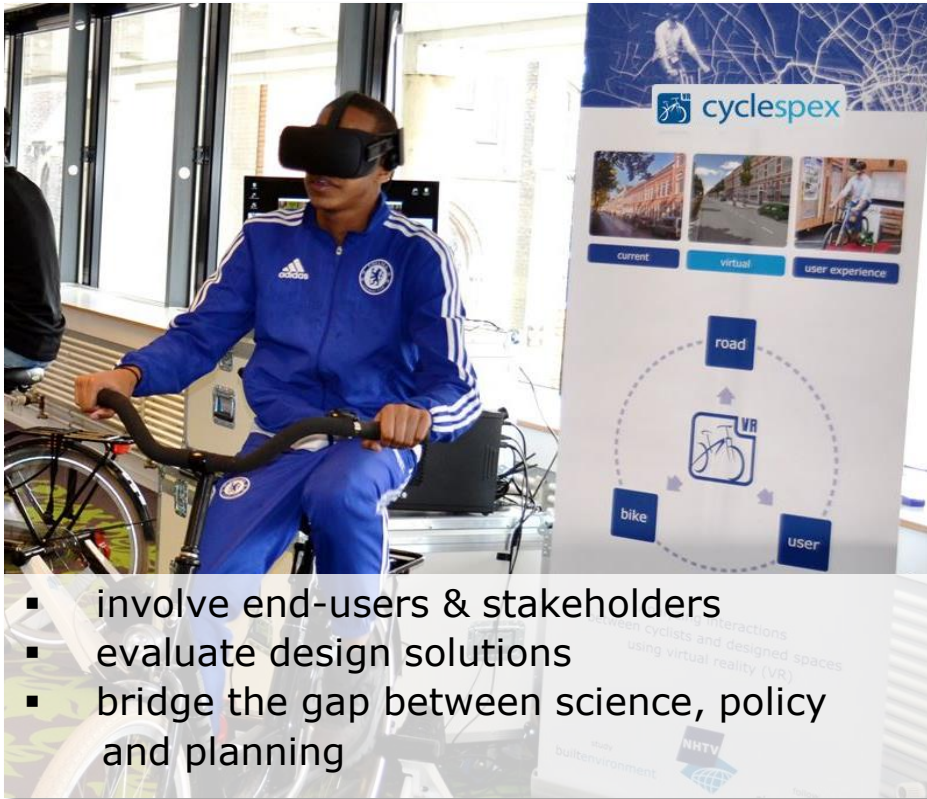


**every smile caused by cycling is worthwhile**  
*enhancing the shift to cycling to reduce negative impacts of car traffic*

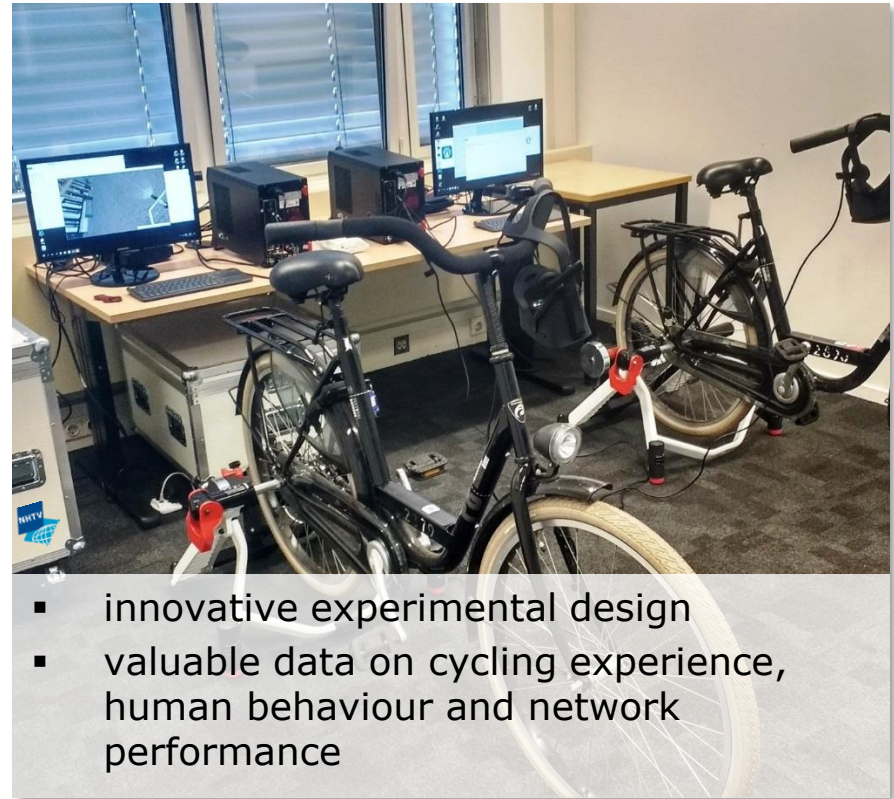


European Transport Innovation  
**Challenge 2017**  
Creating Mobility Solutions

# Target audience



- involve end-users & stakeholders
- evaluate design solutions
- bridge the gap between science, policy and planning



- innovative experimental design
- valuable data on cycling experience, human behaviour and network performance



European Transport Innovation  
**Challenge 2017**

Creating Mobility Solutions

# Key features



## cyclespex in one year...

- contribute to cycling safety awareness and practice/training with complex situations (*looking for partners with shared ambition*)
- applied by cities as evaluation tool for design with active involvement of (potential) cyclists (*call to cities*)
- Hardware upgrades to improve simulation of the act of cycling and including biometrics (*looking for partners*)
- extended 3D-model library designed for Virtual Reality to improve applicability of the tool (*funding needed*)



European Transport Innovation  
**Challenge 2017**

Creating Mobility Solutions