

# RUMBLE LIGHTS

FOUNDED BY: REEM ALATTAS

## Overview

Rumble Lights manufactures and sells high-tech bicycle helmets combining all cycling safety aspects in a head protection enclosure, that increases cyclists' visibility and conveys better communication with other road users to prevent getting into an accident. Rumble Lights is an affordable universal retrofit light signaling system that attaches to any existing helmet to improve safety through increased visibility and the use of turn signals and brake light. Rumble Lights can be used with bicycles and scooter helmets. It comes with an accompanying mobile app that leverages crowd-sourcing and artificial intelligence to deliver accurate, up-to-date, and personalized advice on how and where to cycle in a safe and enjoyable way.



## Background



**Reem Alattas** is a UB alumna, owner, and founder of Rumble Lights. In 2016, she obtained her MS in Computer Science at King Saud University. She graduated with a doctor of philosophy degree (Ph.D.) in Computer Science and Engineering in 2018 here at UB.