

# DEIMATIC CLOTHING

CLOTHING THAT HELPS CYCLISTS STAY SAFE BY PROVIDING ACTIVE WARNINGS TO DRIVERS

*By Will Verity*

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- Health
- Physical Computing

Deimatic Clothing offers responsive clothing aimed at changing 'the language of cycle clothing'. The static fluorescent clothing portrays cyclists as objects akin to road signs. This wearable tech flashes to alert drivers when cyclists are close, giving them more space and increasing safety.

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