**System comprising an electronic control unit for helmet strap**

*with functionalities of safety, emergency and driving assistance*

- Flexible device which can be installed on any helmet through the insertion in its straps; suitable for motorcycling and cycling applications (motorcycles and motorbikes on road and on track, bicycles, quads, eBikes, mopeds, motorized three-wheel cycles, scooters, segways, etc.) and the like (for example: helmets for watercrafts, helmets as construction equipment, etc.);

- It alerts user in case of lack of adherence or presence of potholes and humps, advising the maximum vehicle speed to be held to avoid accidents and falls;

- It performs the emergency call as a consequence of a road accident and/or fall from the vehicle as per “ECall” European system through text message and voice call, integrating with on-board vehicle systems as per European regulation or autonomously, also for applications not involved in current standards, extending their application;

**Additionally:** it measures the heart pressure profile of the user in case of accident and/or fall and sends it in real time to answering point for rescue (PSAP for ECall);

**Moreover:** thanks to the ability to identify the characteristics of the impact on the user’s head in case of accident and/or fall, it helps the rescue team and defends the user in the reconstruction of accident dynamics.

- It can advice user on reduction of vehicle speed in case of road bumps and/or potholes and on general vehicle conditions through a synthesized voice message.

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*Intellectual property protected—Ongoing patent application.*