



# Real World C-V2X Uses

to Improve VRU Safety

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Spoke confidential – trade secret



### The Problem

37% increase in  
cycling fatalities in  
the last 10 years

### The Cause

“I didn’t see them.”  
the most common  
cause of crashes and  
deaths

# “I Didn’t See Them”

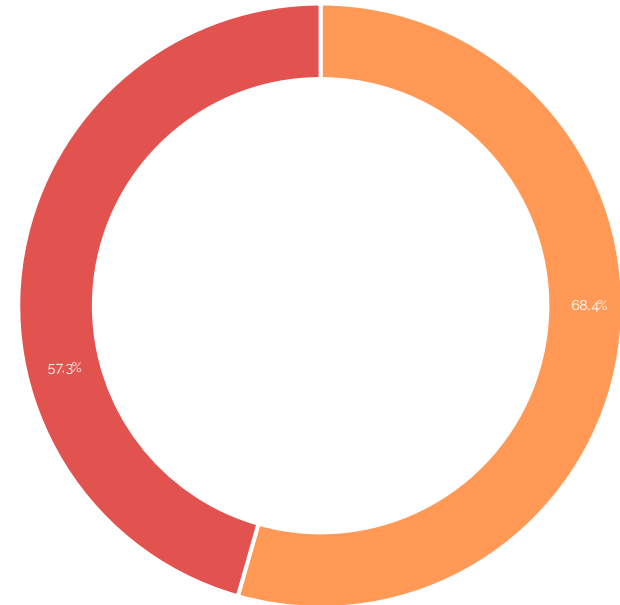
Is a proxy for failure of awareness

## Common scenarios of danger:

- Cyclists unexpectedly appearing mid-block
- Riders emerging suddenly from behind parked vehicles

## Why drivers fail to see riders:

- Distraction or inattention
- Expectation bias
- Blind spots or obstructions



■ Pedestrian Fatalities ■ Cyclist Fatalities

Crashes happening outside intersections

# The most common scenarios of crashes and fatalities

20%  
Left turn  
hits

10%  
Right turn  
hits

10%  
Door/Blind  
spots

20%  
Intersection  
hits

40%  
Rear end  
hits


From Missed to Seen

Enhanced proactive awareness can mean the difference between a near-miss and a fatality.





Spoke empowers VRUs with our proprietary VRU2X™ software and advanced C-V2X technology—protecting riders today and shaping safer cities for tomorrow.

A cyclist wearing a white helmet, a red and black jersey, and black shorts is riding a yellow and black Cannondale road bike. The cyclist is in a dynamic, forward-leaning position, suggesting speed. The background is a blurred city street, indicating motion.

Cars and bikes connected - for  
the first time, ever.

Prioritizing People

# The New Era of C-V2X







# The New Era of C-V2X

## Prioritizing People



- C-V2X technology started with vehicles and infrastructure
- Now we're expanding it directly to cyclists and pedestrians.
- We can't do this alone
- Together with industry leaders like **Audi** and **Qualcomm**, and innovative municipalities like **Peachtree Corners**, we're driving immediate action.

The Qualcomm logo is the word "Qualcomm" in a blue, sans-serif font, centered within a white rounded rectangular box.

Qualcomm



Signs Aren't Enough

# From Static Warnings to Digital Awareness

# The Future is Ready, Today.



## Deploy Today

C-V2X technology for VRU protection is fully developed and ready to deploy immediately

## Vision Zero

Municipalities with Vision Zero commitments have a clear, immediate solution available.


## Human-Centered

Our approach directly addresses the needs of VRUs actively demanding better safety solutions.



If your city wants measurable improvements in VRU safety, reach out directly. We'll show you exactly how to deploy effectively now.



A cyclist wearing a white helmet, sunglasses, and a dark cycling jacket is riding a road bike on a paved road. The scene is backlit by a bright sun, creating a strong lens flare and a warm, golden glow. The cyclist is in a forward-leaning, aerodynamic position.

Let's make ,  
"I didn't see them"  
a thing of the past



Connected.  
Seen.  
Safe.



Let's connect