

WheelArt, an Advertising Bike Display

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Team 04

Project Goals

Improve mobile advertising by developing bike wheel attachments that display full color images and videos from an android phone connected to a webserver. The brightness and novelty of the method of advertising will make the advertisements memorable for all ages and demographics. The bike will also feature its own security system to prevent theft.

Project Deliverables

The bike wheel attachment will deliver full color images using a microcontroller interfaced with:

- LED Drivers
- Wheel Position Sensors
- External Memory
- Bluetooth
- Security Keypad

Connecting to server-side software that includes:

- Android Phone App
- HTTP Server
- Software to convert images and video to expected radial format

