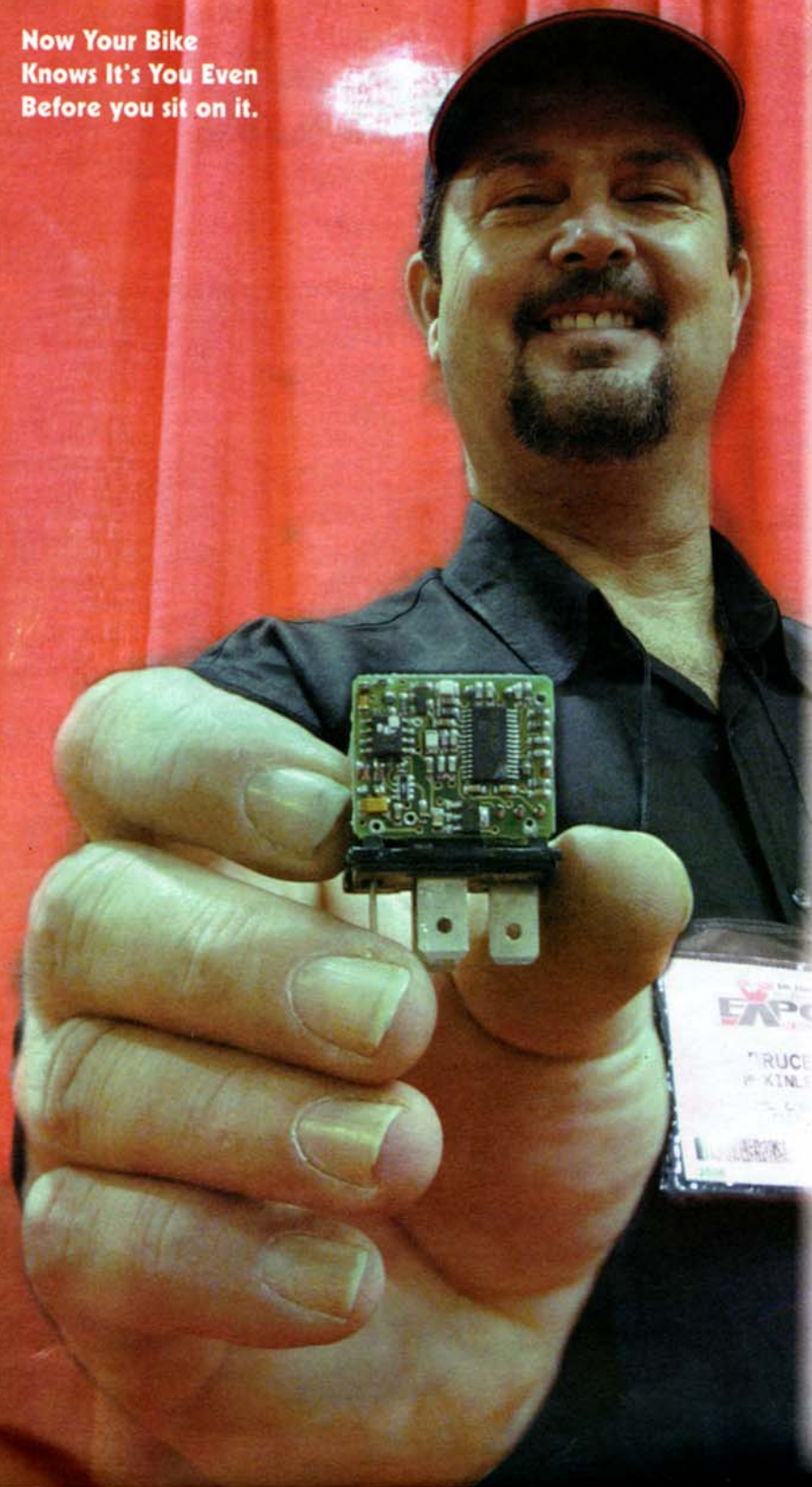


new technology

Now Your Bike
Knows It's You Even
Before you sit on it.



THE GUARD DOG YOU DON'T FEED

Bruce McKinley hates thieves, period. But even he has to admit they're good for business. That's because McKinley is in the business of marketing a new motorcycle security system that is unlike anything ever before seen in this industry. One that uses Personal Recognition Technology adapted from the automotive industry.

PRS is the current buzzword in the automotive industry and is seen most often on the high end 2006 Corvettes, Cadillac, Mercedes and Lexus models as a hands free and no key required operation of the vehicle.

Is that a little to much techno-speak for you? Let's simplify. You walk up to your bike, turn the switch on, thumb the starter and ride off, no key required. Park it, turn it off and walk away. A thief tries to crank it up, even by bypassing the factory security kill switch but it just won't crank. The end result is the thief moves on, confused as to how you beat him.

The secret is in the starter relay, and the RFID "Dawg Tag." McKinley has adapted his digital security system know how developed for the past 13 years in the automotive industry to design a RFID (stands for Radio Frequency Identification Device) starter relay for Harley-Davidson motorcycles that looks exactly like the factory original. "It's invisible to the bike thief, he doesn't know that's what beating him so there's no way he's going to take the time to replace it." Installing the relay can be done by the average do-it-yourself wrench. The Digital Guard Dog fits 1985 and newer model Harley-Davidsons.

The relay is switched on by a signal from an electronic "key" in the shape of a key fob that the owner can wear on a ring or keep in his or her pocket and the range is about 10 feet, according to McKinley. "It's pretty simple, you walk up and you can start your bike right up. Walk away and it simply can't be started by without the Dawg tag.



He expects to sell between 15-20 thousand of the \$149.00 Digital Guard Dogs the first year, and he says the interest from the aftermarket distributors has been enthusiastic. He's already inked a deal with J & P Cycles, one of the largest direct to consumer distributors in the country, and he says he's working with Drag and Bikers Choice and expects to have a deal with them by the time this goes to press.

With something that seems so simple you'd think he's be a bit more secretive about how it works but McKinley says he isn't worried about knock-offs stealing his market because the manufacturing process isn't easily replicated. "First you'd have to have a medically approved manufacturing facility because the tolerances are that tight and then you'd have to figure out the electronics and while I'm sure it can be done, I'm not losing sleep over it. He says he's already survived a couple knock off attempts on the automotive side of his business and that's taught him a lot. But, he says, "If someone wants the technology that bad, I'll sell them the company!

For more info visit www.digitalguarddawg.com