

pwr

AN INTRODUCTION

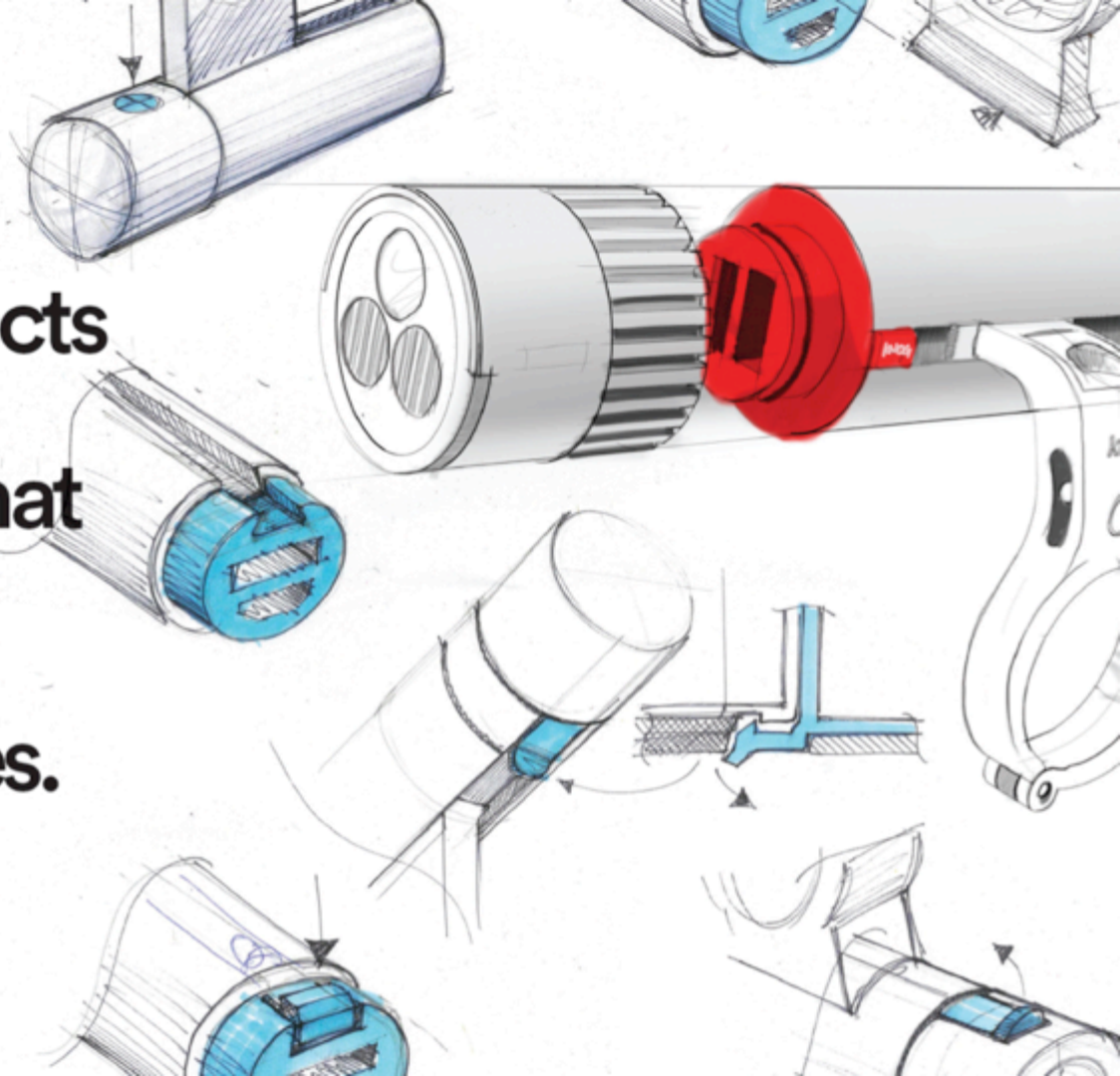


01.June.17

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- A high-angle, close-up shot of a person's hands and forearms while riding a road bike. The person is wearing a grey and black patterned long-sleeved shirt, a black smartwatch with a square face, and has several colorful tattoos on their forearms, including a large butterfly. They are holding the black handlebars, which feature a mounted cycling computer and a front light. The background shows a gravel path and some greenery.
1. THE INTRO
 2. THE BIKE RANGE
 3. THE CUSTOMER
 4. THE CHARGE
 5. THE MODULES
 6. THE MOUNTS
 7. THE OPTICS
 8. THE DETAILS
 9. THE MODEMAKER
 10. THE FUTURE

pwr

— *PWR* is an ecosystem of bike and outdoor products designed to *share their battery*. But, that battery also works as a power bank to charge your devices.





The image features two black Knog bicycle lights against a black background. On the left is the 'CHARGER' light, which has a single large lens and a red ring at its rear. On the right is the 'MODULAR' light, which has three smaller lenses and a red switch. A white rectangular box with the text 'THE RANGE' is positioned between the two lights. The 'knog.' logo is visible on the body of both lights.

THE
RANGE

“CHARGER”

“MODULAR”

THE PWR RANGE BIKE LIGHTS

pwr mountain



1800 Lm
10,000 mAh

pwr trail



1000 Lm
5000 mAh

pwr road



600 Lm
3350 mAh

pwr rider



450 Lm
2200 mAh

pwr commuter



450 Lm
850 mAh

“modular” lights

“charger” lights

BIKE LIGHTS RANGE MADE UP OF...

pwr mountain



PWR Bank 10000 mAh



PWR Lighthouse 1800



PWR Large Mount

pwr trail



PWR Bank 5000 mAh



PWR Lighthouse 1000



PWR Side Mount

pwr road



PWR Bank 3350 mAh



PWR Lighthouse 600



PWR Side Mount

pwr rider



pwr commuter



[integrated power bank and light]

The three PWR Banks will fit each lighthead and the modular outdoor PWR products. Like power tools, one battery set charges the range.



THE
CUSTOMER

PWR
FOR
WHO?

On road



commuter



city run-about



"messenger"



weekend warrior

URBAN

ROAD

Journey ←

→ Performance



touring

BIKEPACKING

in the wilderness



trails

MOUNTAIN

mtb

Off road

PWR
FOR
WHO?

On road

URBAN

ROAD

Journey ←

→ Performance

BIKEPACKING

MOUNTAIN

Off road



A close-up photograph of a person's hands. The person is wearing a dark blue jacket with a visible zipper. They are holding a black, cylindrical portable power bank in their left hand. A red USB cable is plugged into the power bank and extends upwards. In their right hand, they are holding a smartphone, with their thumb touching the screen. The phone's screen displays a numeric keypad with numbers 1 through 9 and a '0' key. The background is blurred, showing what appears to be a wooden surface and some blue fabric. A white rectangular box with a black border is superimposed over the center of the image, containing the text 'THE CHARGE' in bold, black, uppercase letters.

**THE
CHARGE**

THE CHARGE NOT JUST ANOTHER BIKE LIGHT

Both charger and modular lights can charge anything a power bank can. After all, they are PWR Banks.

“PWR Top Up”

PWR Commuter can 30% charge an iPhone 7 so best use as a top up for that one call or text

“PWR Hungry”

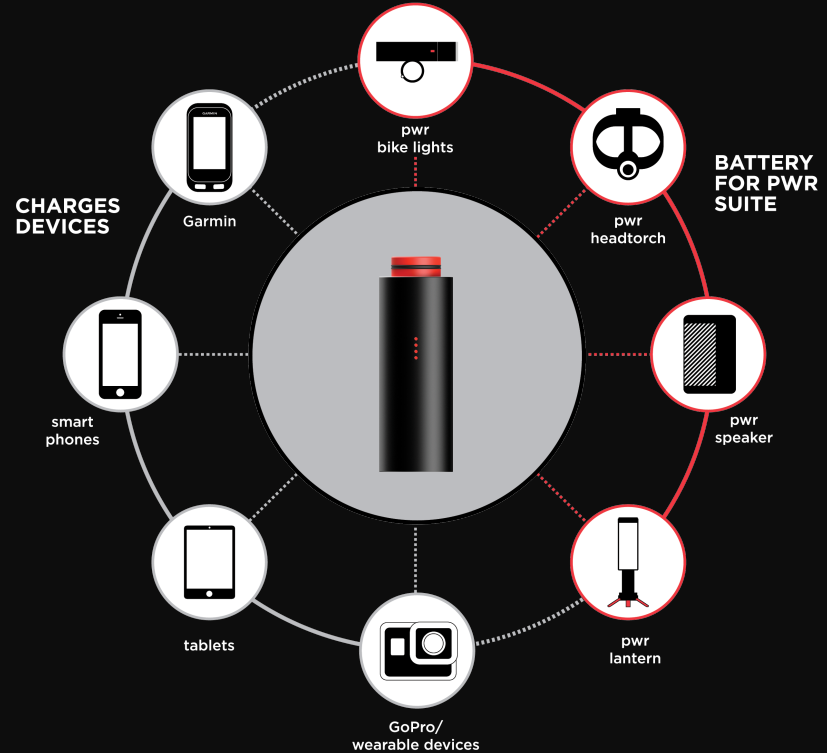
The medium PWR Bank can fully charge an iPhone 6s ... twice! So charge up and then get a good ride in too

“PWR Surge”

The large PWR Bank can charge multiple phones and run for hours at high lumen output. So... go crazy!



THE CHARGE NOT JUST ANOTHER BIKE LIGHT





THE MODULES

THE MODULES

EACH BATTERY FITS EACH LIGHTHEAD



This means, once you have a PWR product, you can upgrade in more ways than one:

Get another PWR Bank for “infinite” charge.
Get a new lighthead to go brighter.
Or get a new mount best suited to you.

[And all this before we’ve even *started* talking about the PWR outdoor products].



THE
MOUNTS

THE SIDE MOUNT AND MORE CHOICE AND VERSATILITY



PWR stands out. Not literally though. In fact the system of mounts are designed to hide PWR away. The world-first side mount holds the PWR Road and PWR Trail lights above or below the headstem. And additional mounting options include extension cables to carry away the extra bulk.

T SLOT

Allows for quick release of the light when parking your bike.

THUMBSCREW

Allows for additional tightening.

SIDE MOUNT

The sexiest mount on the roads. Included with the PWR Road and PWR Trail products. L shape allows for central position of light over or under the bar. Slide off easily or use the quick release.

SIZE

Will accommodate 22.2mm Ø (with shims) to 31.8mm Ø. The unique "gimble shim" allows for mounting on curved bars.



OUR OTHER MOUNTS

EXTENSION MOUNTS



LARGE MOUNT

Included in PWR Mountain product, fits the 1000mAh battery. This mount is small but strong. Mount above or under the bar. Size: 22.2 - 35mm



HELMET MOUNT

For holding whole light on top of helmet - adaptors for charger and modular lights. (Excludes PWR Mountain. That would be silly).



HELMET EXTENSION MOUNT

For the modular lights - attach the lighthead to your lid, and put the battery in your backpack.



BAR-TO-FRAME EXTENSION MOUNT

Hitch the lighthead to the handlebar with the Tri-prong Side Mount (GoPro compatible), and the battery to your frame with the Frame Mount. Recommended for saving bar space of the larger set ups. See diagram on opposite.



BRAKE BOSS EXTENSION MOUNT

The brake boss mount is a more permanent fixture point for your lighthead, it mounts centrally above the wheel for those committed to a totally clear handle bar.

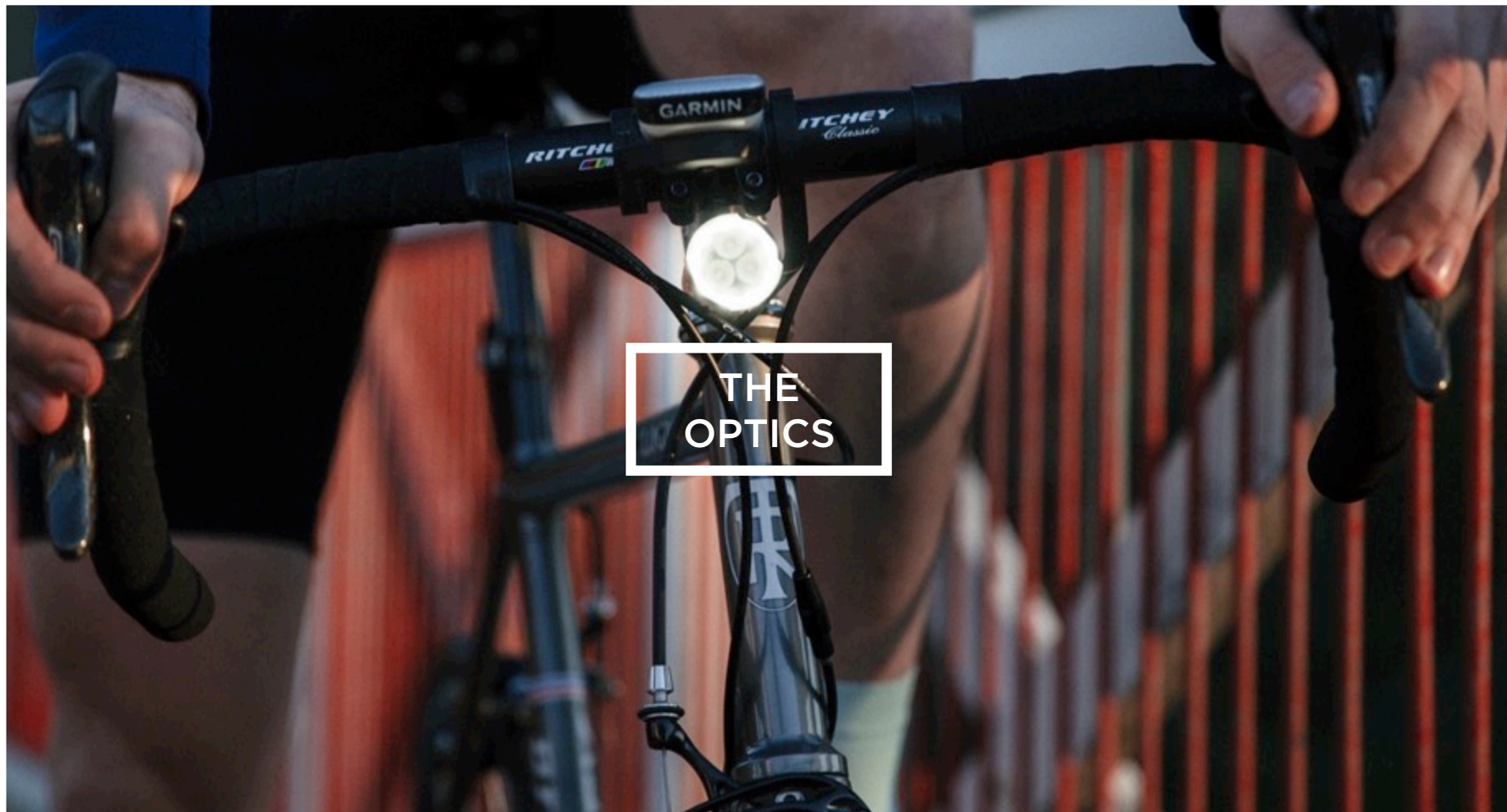
THE HELMET MOUNT

TRI-PRONG FOR GOPRO & GARMIN



The Helmet Mount includes adapters for both charger and modular lights. Note this uses the GoPro system so can also be used to attach to other mounts, such as Garmin or K-Edge.

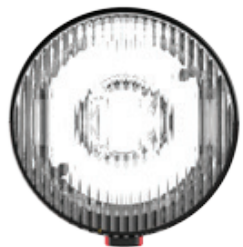




THE
OPTICS

THE OPTICS WHERE WE WIN

When Knog designs each light, optics come first. Always have. That's why road.cc's light comparison tool shows our lights to perform better lumen for lumen. The secret is understanding what each rider needs, and having the design and engineering team to deliver it.



PWR COMMUTER
PWR RIDER

450 lumens. Elliptical beam for wide view.



PWR ROAD

600 lumens. Elliptical beam for wide view works with spot beam for intense light in front of front wheel.



PWR TRAIL

Elliptical plus spot beam. Additional ring of LEDs creates eye-catching glow, especially effective to "be seen".



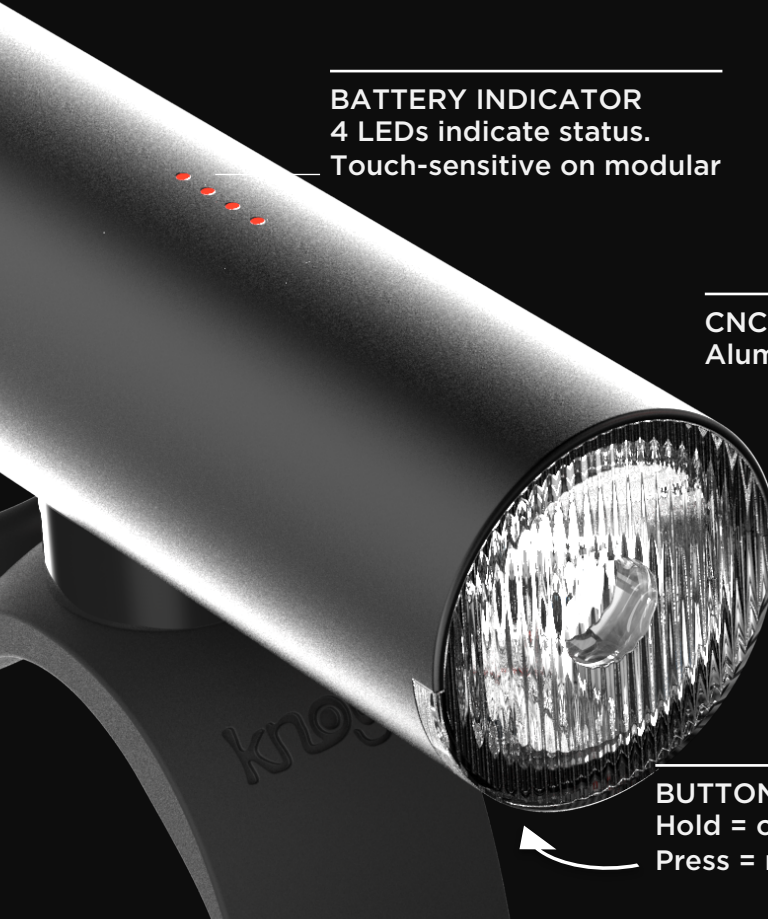
PWR MOUNTAIN

1800 lumens. Circular beam for flood lighting obstacles from unpredictable angles.




THE
DETAILS


THE DETAILS SOME JUICY FEATURES



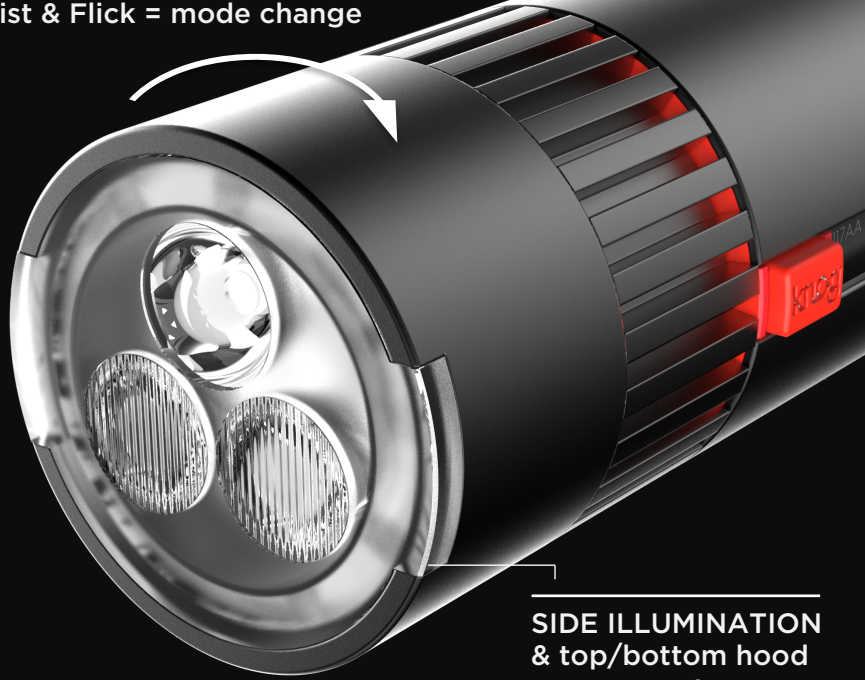
BATTERY INDICATOR
4 LEDs indicate status.
Touch-sensitive on modular



CNC-MACHINED
Aluminium matte finish



BUTTON
Hold = on/off
Press = mode change



TWIST OPERATION
Twist & Stick = on/off
Twist & Flick = mode change

SIDE ILLUMINATION
& top/bottom hood
to protect the eyes



configure



configure



register new
product

mode 1 : eco flash

preview

edit

remove

mode 2 : morning ride

preview

edit

remove

mode 3 : urban

preview

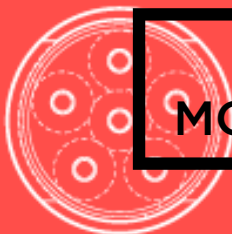
edit

remove



add new mode

morning ride



400lm output wide beam flash
4.5hr runtime steady spot

flash frequency

slow fast

spot intensity

low high

THE
MODEMAKER

constant light



upload

preview

disco balls



upload

preview

back 2 the future



upload

preview

eco



upload

preview

the burbs



upload

preview

mild



upload

preview

coal burner



road runner



keep it simple



THE MODEMAKER PROGRAMMING MODES

Both “charger” lights and modular lightheads can be programmed. This isn't just for fun (although some of the flash patterns are pretty amusing) - it's to let you control brightness *and importantly*, their runtimes.

The ModeMaker can:

- a) Remove or add modes, up to 8
- b) Select from a library of Knog-designed flash patterns
- c) Select brightness of constant modes



THE BIKE RANGE SUMMARY

CHARGER BIKE LIGHTS



PWR Commuter
450 Lumens / 850mAh

PWR Rider
450 Lumens / 2200mAh

MODULAR BIKE LIGHTS



PWR Road
600 Lumens

PWR Trail
1000 Lumens

PWR Mountain
1800 Lumens

POWER BANKS



PWR Bank (S)
3350mAh

PWR Bank (M)
5000mAh

PWR Bank (L)
10,000mAh

LIGHTHEADS



PWR Lighthouse (S)
600

PWR Lighthouse (M)
1000

PWR Lighthouse (L)
1800

MOUNTS



PWR Side Mount

PWR Large Mount

PWR Helmet Mounts

EXTENSION MOUNTS



PWR Bar-to-Frame Extension Mount

PWR Brake Boss Extension Mount

PWR Helmet Extension Mount

OUTDOOR PRODUCTS (COMING LATER IN 2017)

PWR RANGE SPEC SHEET

	PWR COMMUTER	PWR RIDER	PWR ROAD	PWR TRAIL	PWR MOUNTAIN
WEIGHT INC MOUNT (g)	88	117	155	235	335
BODY DIAMETER (mm)	30	30	30	35	46
LENGTH (mm)	98.5	122.5	125.5	125.5	129.5
MAX LUMENS	450	450	600	1000	1800
MIN RUNTIME	40 MINS	2 HOURS	2 HOURS	2 HOURS	2 HOURS
CNC-MACHINED	✓	✓	✓	✓	✓
WATER RESISTANT	✓	✓	✓	✓	✓
USB RECHARGE	✓	✓	✓	✓	✓
PROGRAMMABLE MODES	✓	✓	✓	✓	✓
TOUCH-SENSITIVE BATTERY INDICATOR	✓	✓	✓	✓	✓
TWIST OPERATION	✗	✗	✓	✓	✓
MOUNT	SILICONE STRAP	SILICONE STRAP	SIDE MOUNT	SIDE MOUNT	UNDER MOUNT
BEAM PATTERN	ELLIPTICAL	ELLIPTICAL	ELLIPTICAL	ELLIPTICAL	FLOOD

A black and white photograph of a person adjusting a bicycle seat. The person is wearing a hoodie and gloves. A bright light reflects off the seat post. The bicycle frame has 'KONA' written on it. The background is dark and out of focus.

THE
FUTURE

THE FUTURE OUTDOOR MODULAR PRODUCTS

Launching in early 2018, using the same PWR Banks:

PWR Lantern - a multi-function camping light

PWR Headtorch - with camping lighthouse, but all modular bike lighthoods will be compatible

PWR Sound - a Bluetooth speaker that can be mounted to a bike frame







<6 products

8 products >

< 6 batteries

1 PWR Bank >



THE FUTURE AND THERE'S MORE

Beyond the products we've shown you, there are more we haven't! 240V PWR Inverters, PWR Dynamo hubs, bike multi-tools and additional PWR Lightheads with different LED tech and beam angles.

Oh, and this PWR Dock to charge more than one battery at a time.



THE FUTURE ...MUCH MORE

This was an introduction. These are the best sales tools available to you, with more detail and more eye candy ...

PWR CONFIGURATOR
(early June)



KNOG.COM.AU/PWR
(early June)



PWR BROCHURE
(now)



THE END

AN INTRODUCTION



[BUT NOT REALLY]